

## Goal Alignment Map (Role → Goal → Business Outcome)

Use this structured mapping to ensure every employee effort ladders up to strategic impact.

Role	Individual Goal	Linked Business Outcome
Account Executive	Close \$500K in new ARR this quarter	Achieve Q2 revenue target
Product Manager	Launch MVP of Feature X by Sprint 3	Increase product adoption by 20%
Customer Success	Improve NPS from 45 to 60 in key accounts	Increase expansion revenue and reduce churn
Engineering Manager	Reduce deployment bugs by 30% in next release cycle	Improve platform stability and customer satisfaction
Marketing Manager	Generate 200 MQLs from the new ebook campaign in 6 weeks	Fill top-of-funnel pipeline for enterprise sales
Talent Acquisition Lead	Hire 5 mid-senior engineers within 60 days	Accelerate product roadmap execution
L&D Specialist	Roll out soft skills training to 100% of IC employees this quarter	Improve peer collaboration and team productivity
HRBP	Conduct 100% of quarterly check-ins with people managers	Drive manager accountability and early attrition prevention
Finance Analyst	Automate 3 recurring reports with BI dashboards by quarter-end	Reduce manual hours and improve decision speed
IT Administrator	Implement SSO for all SaaS tools by end of month	Strengthen data security and employee onboarding efficiency
Design Lead	Finalize design system updates by end of H1	Ensure design consistency across all customer touchpoints

**Bonus Tip:**

Review these goals during OKR planning and quarterly performance cycles to ensure every role drives clear, measurable impact.