# Business Goals Worksheet

This worksheet is intended to assist in setting organizational priorities in connection with a Dalbar assessment of a manual or automated decision process. The priorities derived are used to direct the focus of the assessment to ensure that the most relevant areas are examined and that recommendations reflect these priorities.

The worksheet can be used as a single consensus document and represent the views of the entire organization. Alternatively, there may be multiple worksheets, representing different points of view from various parts of the organization. In the case of multiple worksheets, Dalbar will work with each worksheet to accommodate the priorities of the preparer(s).

#### Method

Worksheet preparers are asked to identify themselves and to review the business goals that are preset in the template, removing any that do not apply. Removals can be crossed out or deleted. Additional business goals are added that reflect issues that are not listed.

Each business goal is then assigned an “Importance Score”. Please do not create new scores but limit answers to one of the given Importance Scores. If unsure, use the Importance Score that is closest to the accurate answer and add explanatory comments. In order to differentiate the importance of two business goals, use different Importance Scores for each and add explanatory comments.

When, please return the completed worksheets to Dalbar.

#### Importance Scores

Assign one of the following Importance Scores to each applicable business goal.

NOTE: Goals with the same score will be treated as having the same level of importance.

Importance Choices:

|  |  |  |
| --- | --- | --- |
| 1 = Essential  2 = Very Important  3 = Important | 4 = Nice to Have  5 = Don’t Know  6 = No Answer | 7 = Undesirable  8 = Unacceptable  9 = Unimportant |

#### Decision Process Being Assessed

|  |  |
| --- | --- |
| Description of Decision Process |  |

#### Preparer

| What is your: | Response |
| --- | --- |
| Name & Title |  |
| Name of Firm |  |
| Department |  |
| Area(s) of Responsibility |  |
| Address |  |
| E-mail & Phone |  |

#### Importance of Various Business Goals

| Business Goal | | Importance | Additional Comment | |
| --- | --- | --- | --- | --- |
|  | Importance Choices:  1 = Essential 2 = Very Important 3 = Important  4 = Nice to Have 5 = Don’t Know 6 = No Answer  7 = Undesirable 8 = Unacceptable 9 = Unimportant | | | |
|  | | |  |
| How important is this goal to the area being assessed in your organization?  Enter the level of importance from list above. Enter additional comments when applicable. | | | | |
| 1 | Economically feasible |  |  | |
| 2 | Usable in practice |  |  | |
| 3 | Employ best practices |  |  | |
| 4 | Competitive |  |  | |
| 5 | No unnecessary business risks |  |  | |
| 6 | Reliable, repeatable and scalable |  |  | |
| 7 | Support for advisors |  |  | |
| 8 | Have controls and exception handling |  |  | |
| 9 | Retain revenue |  |  | |
| 10 | Enable growth |  |  | |
| 11 | Other 1: (explain) |  |  | |
| 12 | Other 2: (explain) |  |  | |
| 13 | Other 3: (explain) |  |  | |
| 14 | Other 4: (explain) |  |  | |