



## Generic Impact Map Structure

<b>Capability</b>	<b>Performance</b>		<b>Results</b>	
<b>Strategic Competencies</b>	<b>Critical Job Actions</b>	<b>Job/Team Results</b>	<b>Unit Business Goals</b>	<b>Corporate Business Goals</b>
<p><i>This column should contain these few (6 – 10) strategic competencies that are directly linked to the Critical Job Actions in the next column (best if expressed as “ABLE TO:”)</i></p>	<p><i>This column should contain those few observable job task and actions that, if done well, will directly lead to the achievement of one or more of the Job/Team Results in the next column</i></p>	<p><i>This column should contain those few (3 – 5) Job/Team Results that, if consistently produced, will direct lead to the achievement of one or more of the Unit Business Goals in the next column</i></p>	<p><i>This column should contain those few (3 – 5) Unit Business Goals (Sales, Manufacturing, R&amp;D, etc.) that must be achieved if the Corporate Goals in the next column are to be met</i></p>	<p><i>This column should contain the 3 – 5 Business Goals that are critical to the company (if the balanced scorecard is being used, these can come directly from that or any other corporate business goal statements)</i></p>