

“A goal of value mapping is to make things visible, so opportunities arise and become apparent.”

Dr. Frances Kennedy, Clemson University

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Glossary of Terms

- **Administrative Functions** - activities related to an organization's or business' administration and management performed by a device, department, or person that produces a result. Function remains more or less fixed whereas the purpose (which indicates intention or objective) generally changes
- **Quality Dashboard** - management practice that attempts to complement drivers of past performance (financial measures) with the drivers of future performance, such as customer satisfaction, development of human and intellectual capital, and learning
- **ClemsonForward** - Clemson University's 10yr strategic plan using R.E.A.L. strategic priorities to ensure graduates are prepared for an increasingly diverse, interconnected and global society
- **Core Functions and Goals** - critical processes or operations that are performed routinely to carry out the mission and vision of an organization – otherwise thought of as the reason why an organization exists
- **Customer** - a party that receives or consumes products (goods or services) and can possibly choose between different products and suppliers; can be internal or external to the organization – in the case of an institution often students but can include other stakeholders such as faculty, staff, community, families, alumni, employers, etc...
- **Initiatives** - an act or strategy that begins a process intended to resolve difficulty or improve a situation
- **Metrics** - standards of measurement by which efficiency, performance, progress, or quality of a plan, process, or product can be assessed – ways an organization knows it is achieving its strategies
- **Objectives** - a specific result that an organization aims to achieve within a time frame and with available resources; underlie all planning and strategic activities
- **Operation** - series of functions and tasks that are involved in a single process
- **Program** - a one-time or series of future events, items, or performances with a desired long-term impact
- **Resource** - an economic or productive source of aid or support required to accomplish an activity, or a means to undertake and achieve a desired outcome. Three most basic resources are land, labor, and capital; other resources include energy, entrepreneurship, information, expertise, management, and time
- **Service** - a valuable ongoing action, deed, or effort performed to satisfy a need or to fulfill a demand

- **Strategies** – the things an organization must do really well to fulfill its core functions or goals
- **S.W.O.T Analysis** - situation analysis in which internal strengths and weaknesses of an organization, and external opportunities and threats faced are examined to chart a strategy. SWOT stands for strengths, weaknesses, opportunities, and threats

SWOT ANALYSIS	
<p><u>Strengths</u></p> <p>Strengths are factors which the company holds expertise in and contribute to the continued success of the organization. These are the basis for the continued success of the organization and will assist in gaining the organization's mission.</p>	<p><u>Weaknesses</u></p> <p>Weaknesses are factors that prevent an organization from meeting its mission and achieving full potential. These weaknesses hamper the organizational success and growth.</p>
<p><u>Opportunities</u></p> <p>The environment within which our organization operates offers opportunities. An organization can identify such opportunities and enjoy benefit arising from them by planning and executing required strategies.</p>	<p><u>Threats</u></p> <p>Threats are factors existing in the external environment that jeopardize the profitability and reliability of the organization. Such threats are uncontrollable and prove to be a risk to the stability and survival of the organizations.</p>

SWOT Matrix

	HELPFUL (for your objective)	HARMFUL (for your objective)
INTERNAL (within organisation)	<p>Strengths</p> <p>• —</p> <p>• —</p> <p>• —</p> <p>• —</p> <p>• —</p> <p>S</p>	<p>Weaknesses</p> <p>• —</p> <p>• —</p> <p>• —</p> <p>• —</p> <p>• —</p> <p>W</p>
EXTERNAL (outside organisation)	<p>Opportunities</p> <p>• —</p> <p>• —</p> <p>• —</p> <p>• —</p> <p>• —</p> <p>O</p>	<p>Threats</p> <p>• —</p> <p>• —</p> <p>• —</p> <p>• —</p> <p>• —</p> <p>T</p>

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- **Value Mapping** - a Lean management tool that helps visualize steps needed to create, simplify, or streamline a process. Assists with introspection (understanding your business better), as well as analysis and process improvement
 - Reevaluate and identify dept core functions
 - Help reveal redundancies or duplications
 - Connect work of each department and person to divisional and institutional goals
 - Encourages depts to drive resource realignment
 - Becomes new “Weave” report

