

Tools for Knowledge Workers

The Goals Grid

Do We Have It?	No	I Achieve	III Avoid
	Yes	II Preserve	IV Eliminate
		Yes	No
		Do We Want It?	

Any conceivable future state can be categorized in relation to whether or not we have it and whether or not we want it. One can then ask “Yes” or “No” questions about them. The resulting four categories are reflected in the Goals Grid shown above. Two basic uses for the Goals Grid are as a framework for (1) generating goals and objectives and (2) categorizing existing goals and objectives. A job aid based on the Goals Grid can be found by clicking [here](#).

