



Split Resource

Goal Tree

Metric Alignment

Company Goal / BHAG

Business Unit Goals

Optimization Goals

**Experiment
Goals**

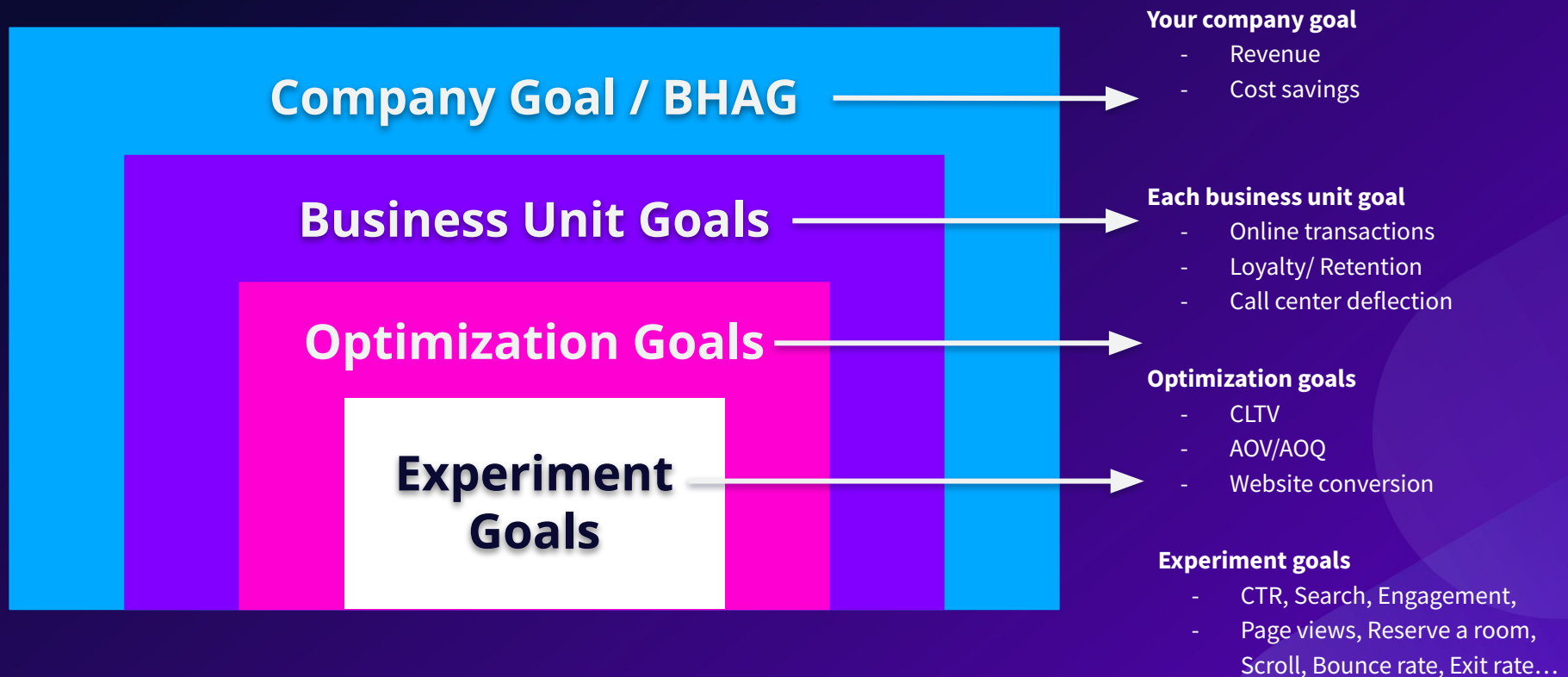
Goal trees facilitate alignment across different functions and roles in your organization.

They empower teams to make small, directional changes, that visually roll up to the larger company goal.

The Structure of a Goal Tree



The Structure of a Goal Tree



Goal Tree Template

