

TRACK - Technology Feasibility

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PATHWAY 1

PMF

CSI

IPA

ESI

RFM

Organisation Internality



ค้นหาอัตรากำลัง เปิดโอกาสให้บุคคลที่เหมาะสม ทำในเรื่องที่สำคัญ / จำเป็น (Importance) และทำได้ / ทำดี (Performance) แต่ในละด้าน (Task) ใช้คนให้ถูกกับงาน ในสถานการณ์ที่จำเป็น

“...อยากให้ทีมมองเห็นภาพใหญ่ ผันในภาพเดียวกัน “See The Same Page” ประสานการทำงานเป็นหนึ่งเดียวกัน (ให้จงได้) คนก็ต้อง “สำราญ” [1] งานก็ต้อง “สำเร็จ” [2] CEO ของบริษัทต้องวัดผลกันอย่างไร...”

[1] Employee Satisfaction Index (ESI) [2] Customer Satisfaction Index (CSI)



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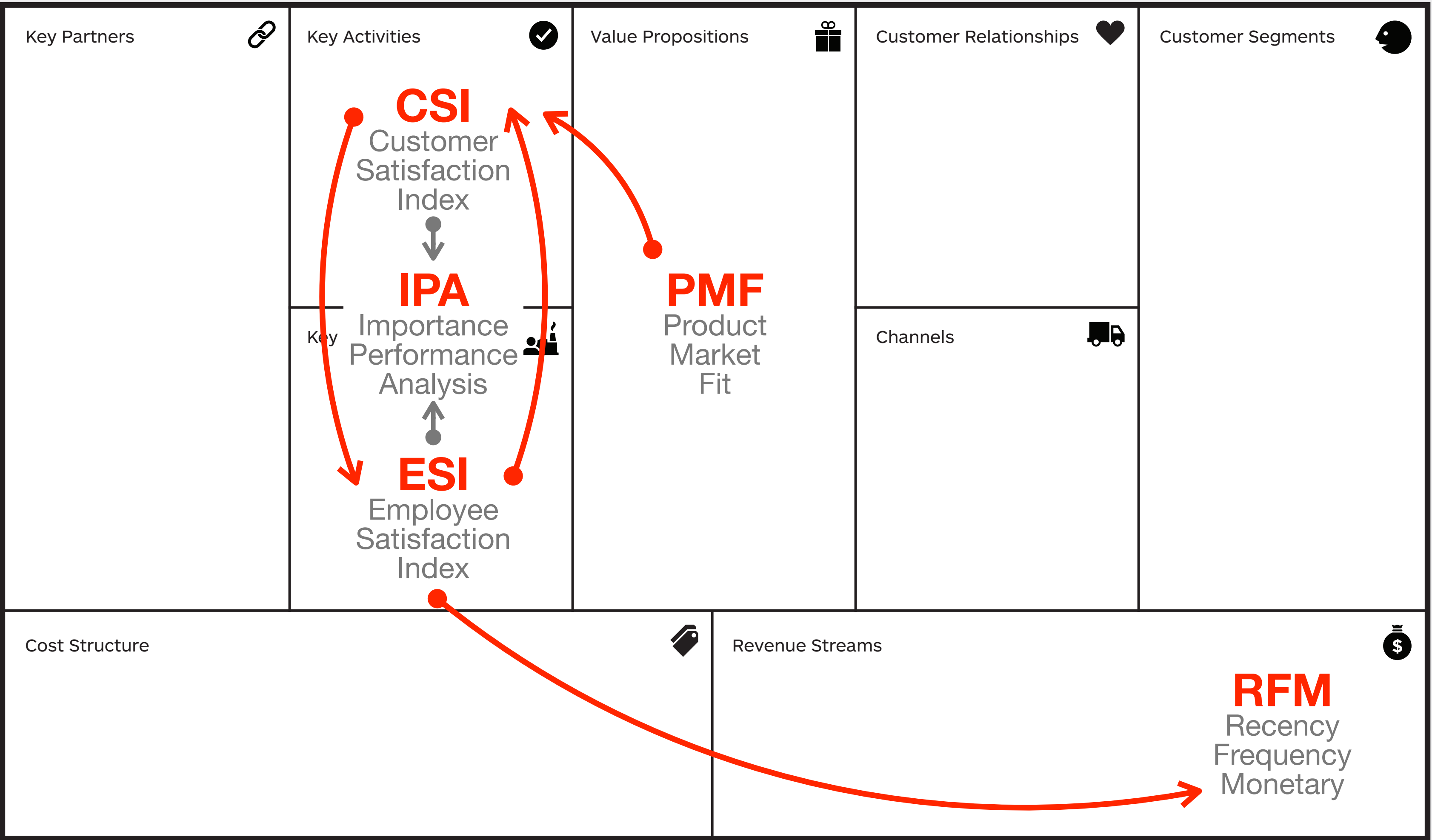
The Business Model Canvas

Designed for:

Designed by:

Date:

Version:



PATHWAY 1

Organisation Internality



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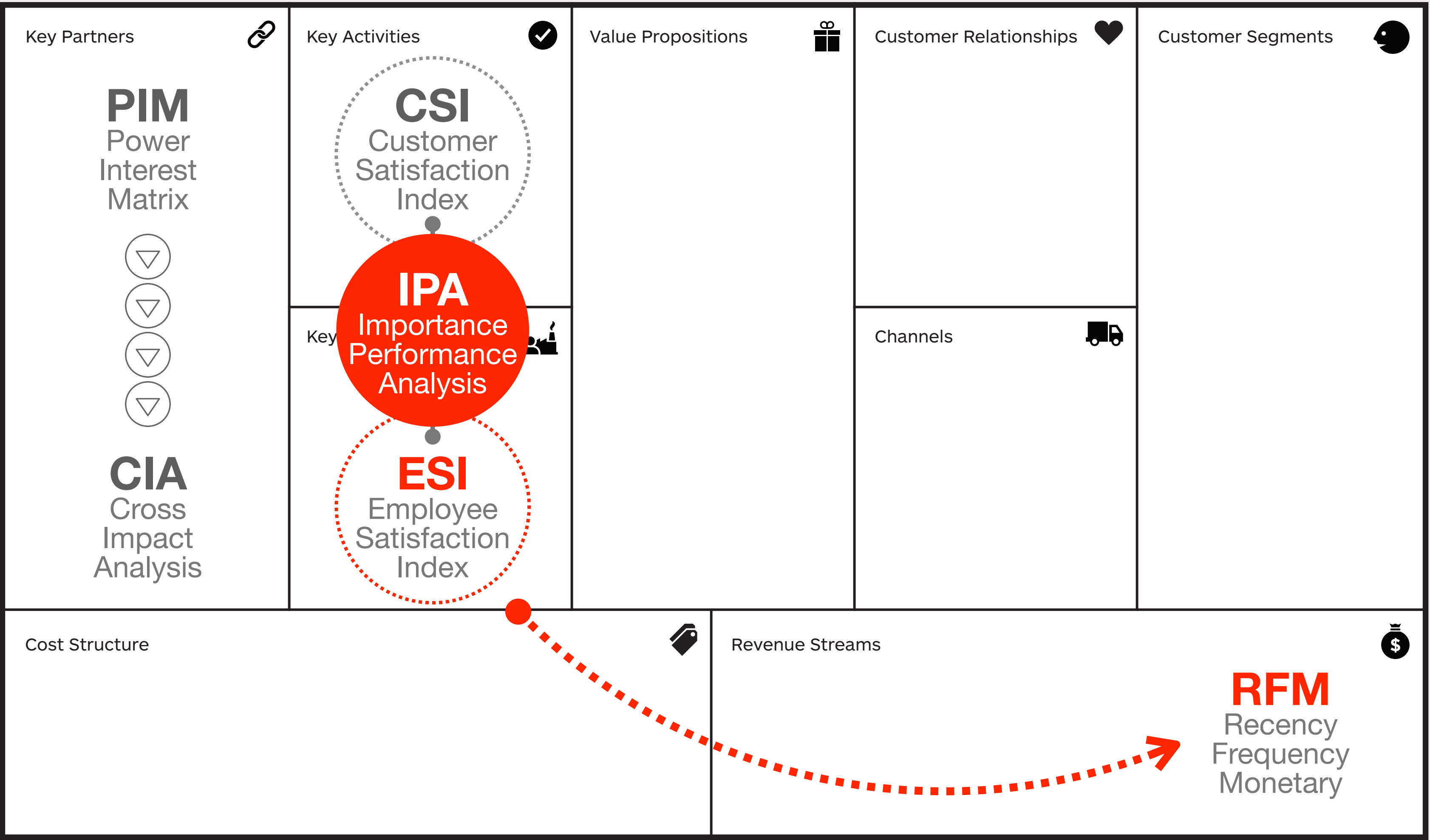
The Business Model Canvas

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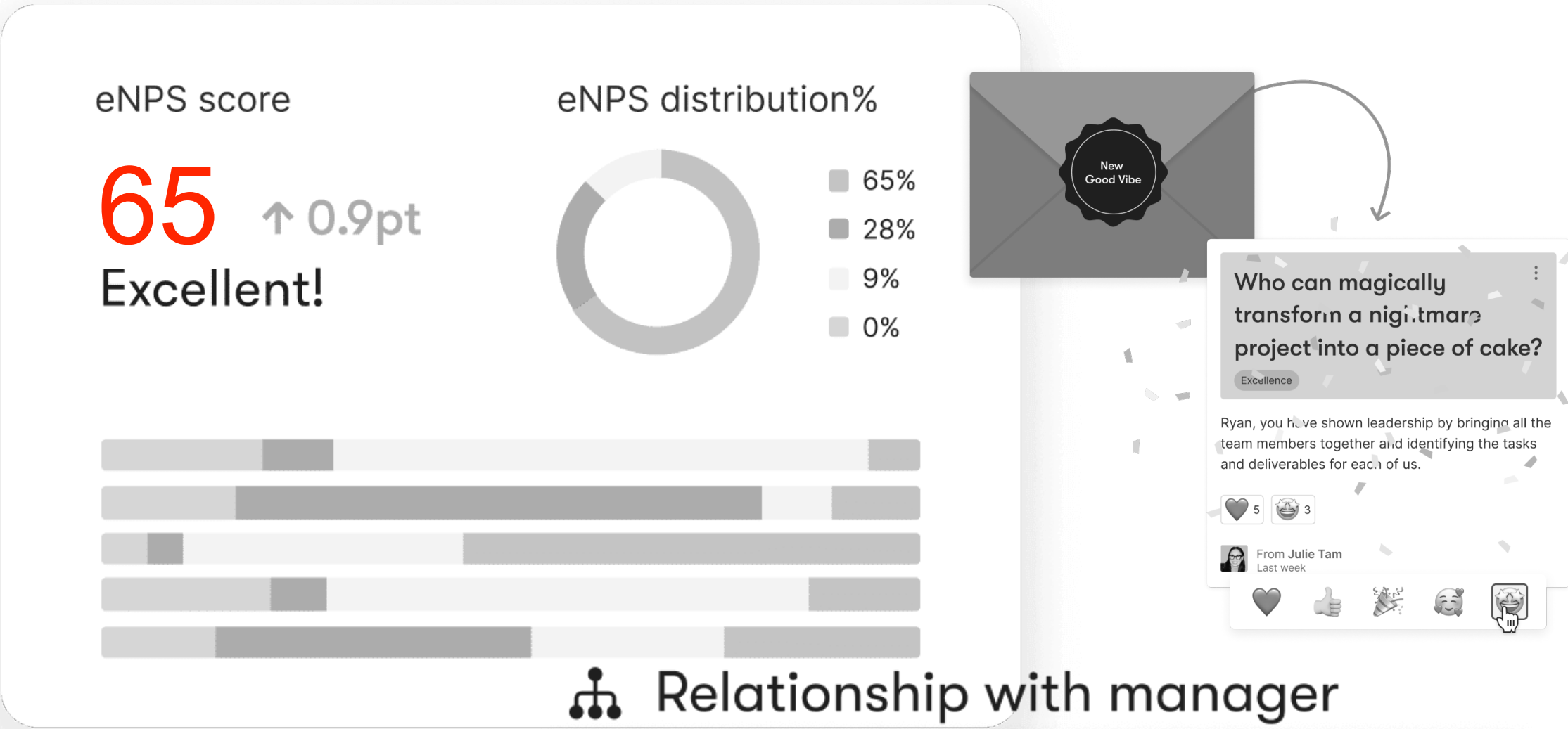
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EMPLOYEE SATISFACTION INDEX

NPS Method

- How satisfied are you with your job? (On a scale of 1-10)
- How well does your job meet your expectations? (On a scale of 1-10)
- How close is your workplace to your ideal job? (On a scale of 1-10)



	📊	📈	📉	👤	🏆	💬	⚙️	📌	👍	👎	❤️	😊	🚩
Your industry benchmark	100	34	3.1	6.5	3.3	9.4	6.4	8.2	8.1	7.7	5.4	6.6	5.7
Analytics	67	8	3.2	6.6	3.4	9.4	6.3	8.4	8.0	7.8	6.5	6.7	4.5
Accounts	89	-47	2.6	5.7	3.3	9.4	6.0	8.2	8.0	7.7	5.4	6.7	5.0
Legal	83	77	2.1	8.7	3.2	9.0	4.5	8.2	8.1	7.7	5.5	6.4	5.4
Information Security	59	-5	3.5	8.9	3.0	8.7	6.4	8.1	8.3	7.5	5.3	5.4	5.7
Software Support	96	10	6.5	4.5	6.5	6.4	4.6	8.0	7.6	8.0	7.8	6.5	5.9
All organization	60	-43	2.3	6.7	4.5	8.8	6.0	8.6	7.7	4.5	9.0	6.3	7.0
Marketing	92	-20	3.3	6.7	3.3	9.3	6.8	7.8	7.5	7.9	4.3	8.4	7.3

6.1 ↓ 1.2pt
Alignment

Deep dive : Alignment

Custom survey template 7 questions

How to communicate clear team expectations.

By Officevibe content team ⌚ 7 min.



SCENARIO

PROJECT

DATE

IMPORTANCE PERFORMANCE ANALYSIS

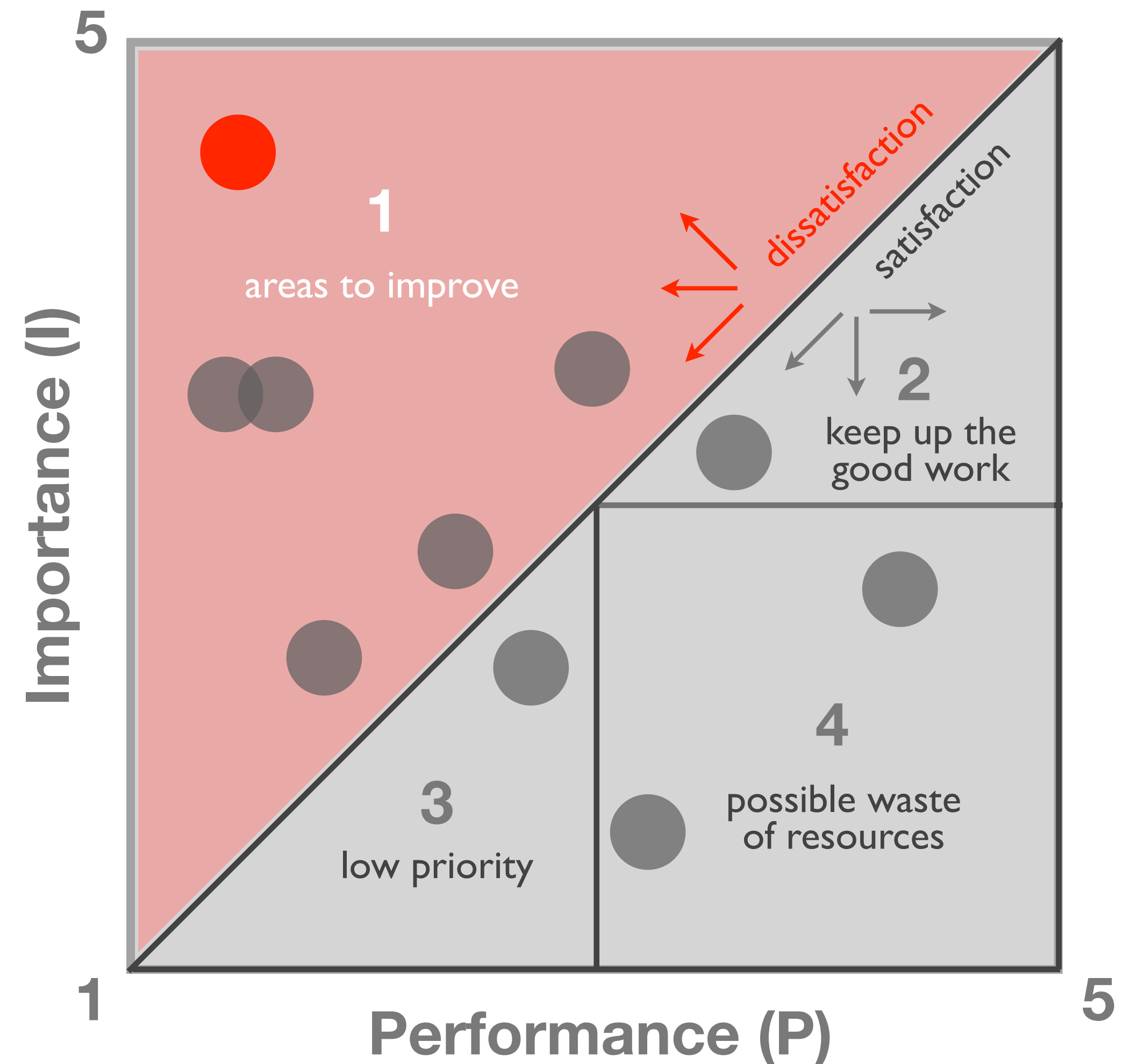


Importance ความสำคัญ

Performance วัดความสามารถ

Discrepancy Score =
Performance Score -
Importance Score

Attribute	Performance (P)	Importance (I)	Discrepancy (D)
	1 2 3 4 5	1 2 3 4 5	P - I = D
1	1 2 3 4 5	1 2 3 4 5	() - () = ()
2	1 2 3 4 5	1 2 3 4 5	() - () = ()
3	1 2 3 4 5	1 2 3 4 5	() - () = ()
4	1 2 3 4 5	1 2 3 4 5	() - () = ()
5	1 2 3 4 5	1 2 3 4 5	() - () = ()
6	1 2 3 4 5	1 2 3 4 5	() - () = ()
7	1 2 3 4 5	1 2 3 4 5	() - () = ()
8	1 2 3 4 5	1 2 3 4 5	() - () = ()
9	1 2 3 4 5	1 2 3 4 5	() - () = ()
10	1 2 3 4 5	1 2 3 4 5	() - () = ()
11	1 2 3 4 5	1 2 3 4 5	() - () = ()
12	1 2 3 4 5	1 2 3 4 5	() - () = ()
13	1 2 3 4 5	1 2 3 4 5	() - () = ()
14	1 2 3 4 5	1 2 3 4 5	() - () = ()
15	1 2 3 4 5	1 2 3 4 5	() - () = ()



Source: An Application of Importance Performance Analysis (IPA) by Rial, et al. 2008

PRIORITISATION MATRIX IPA DATA DASHBOARD



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International Gastronomy Tourism Centre (iGTC)

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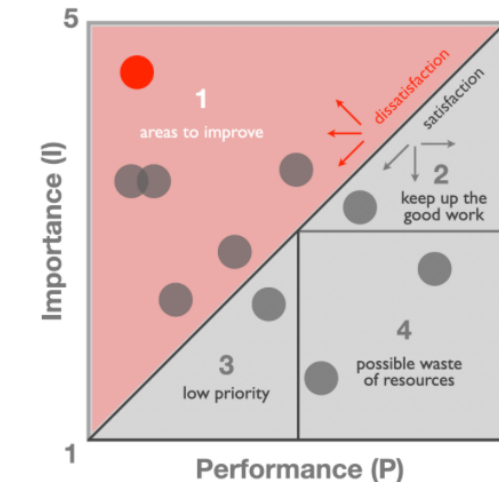


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excerpted from iGTC
Internal Consulting
Project *

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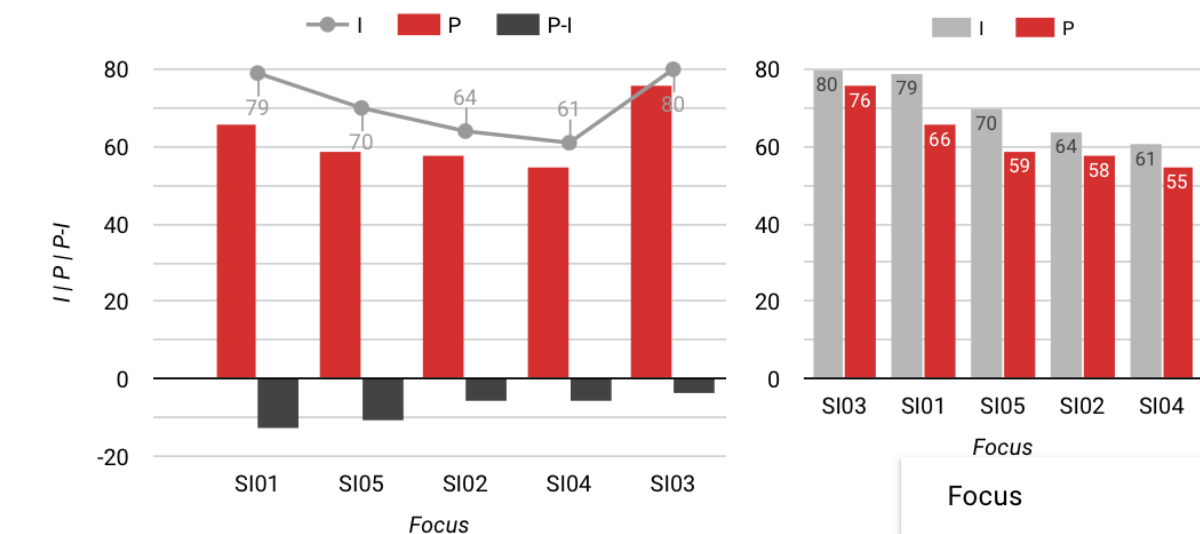


P-AVG 6.98 I-AVG 7.87
P-I-AVG -0.89

Illustrated by

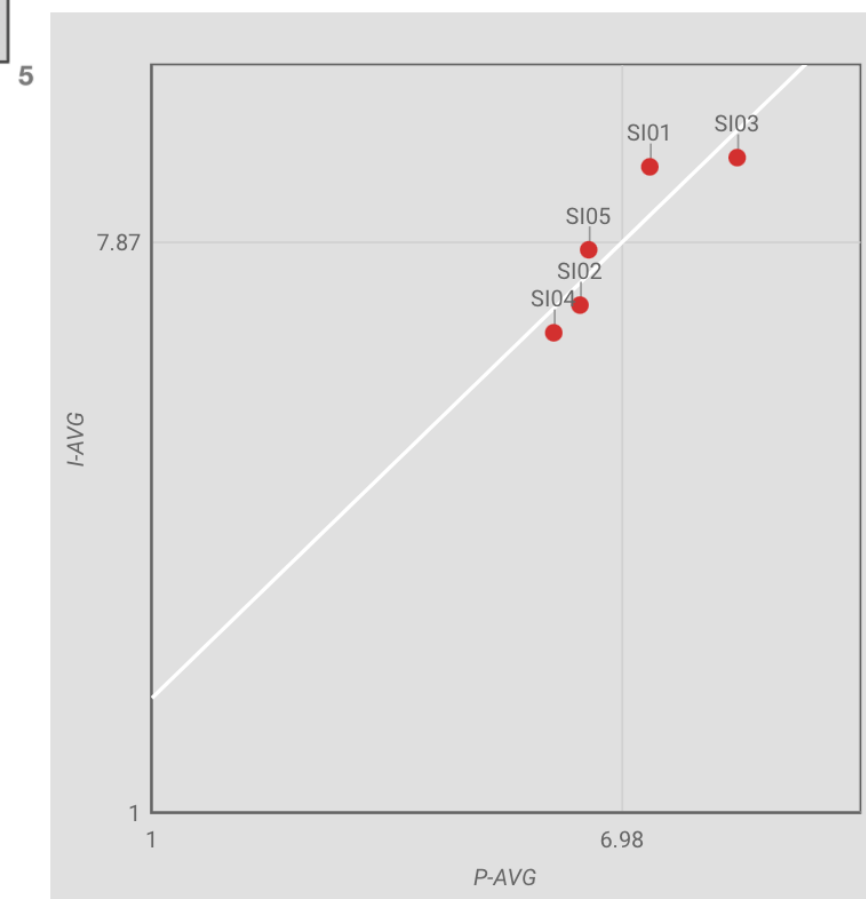
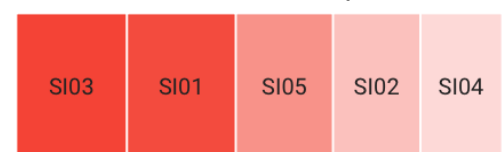


PRIORITISATION MATRIX USING IMPORTANCE PERFORMANCE ANALYSIS (IPA)



Focus Areas:

SI01 | Service Scenario Unit - SSU
SI02 | Playbook & Toolbox - MPT
SI03 | Human Learning Design - HLD
SI04 | Your New You - YNY
SI05 | Service Innovation Space - SIS

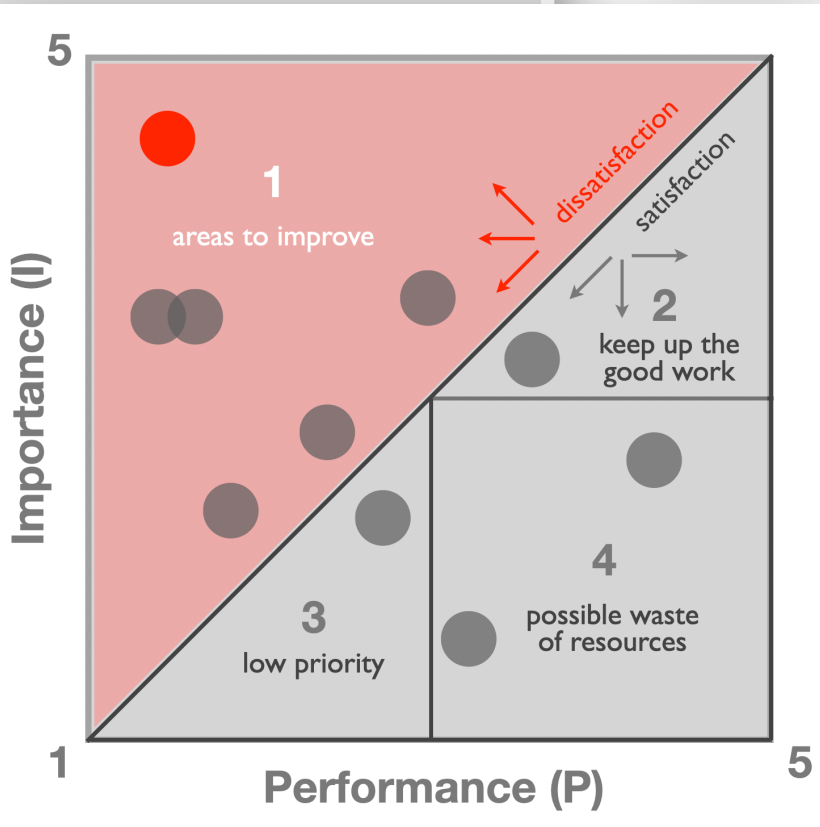
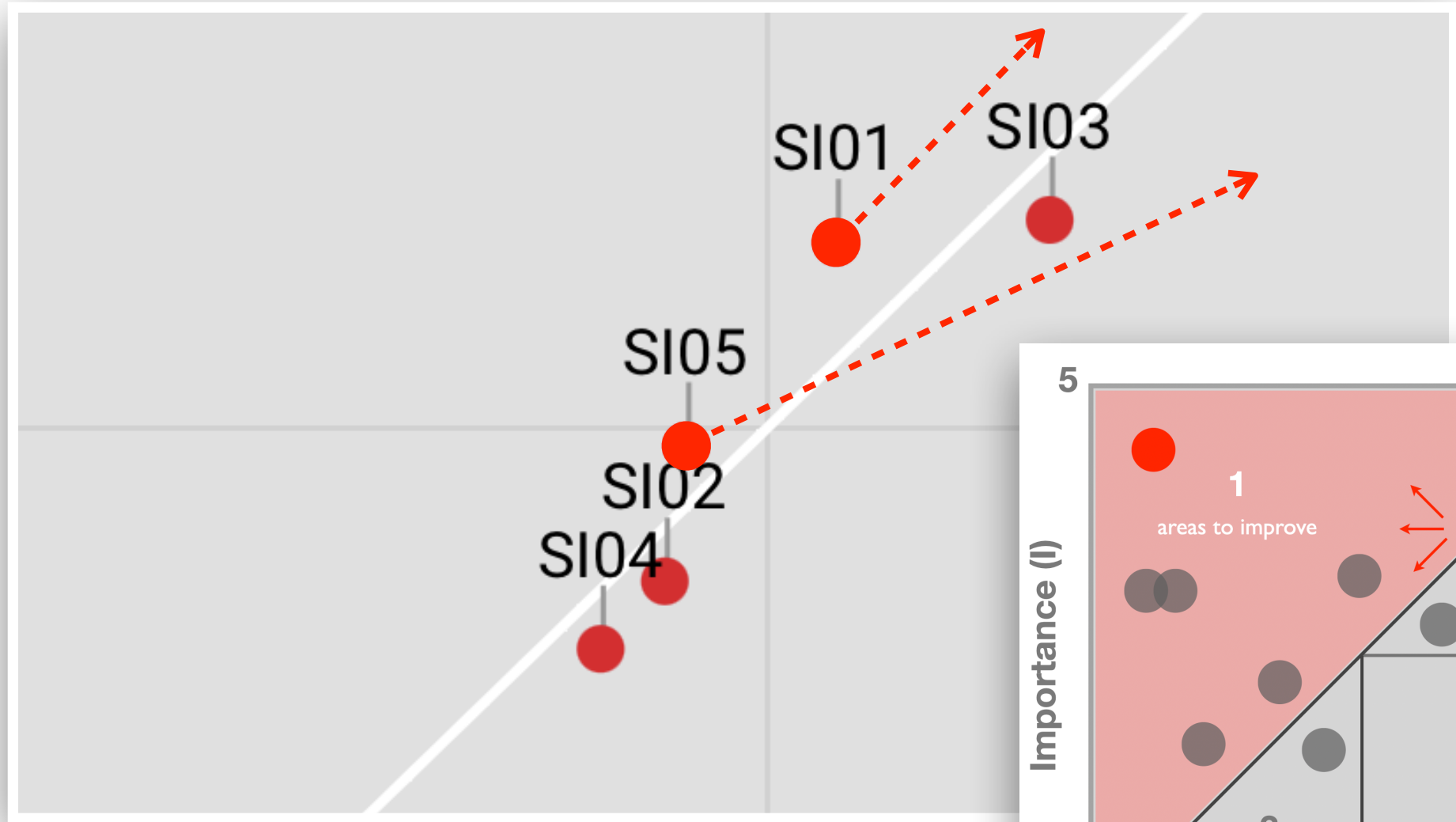


Focus	Informant	P	I	P-I
1. SI03	iGTC01	7	10	-3
2. SI05	iGTC01	7	8	-1
3. SI01	iGTC02	3	5	-2
4. SI02	iGTC02	8	9	-1
5. SI04	iGTC02	3	6	-3
6. SI05	iGTC02	5	7	-2
7. SI01	iGTC03	8	10	-2
8. SI02	iGTC03	1	6	-5
9. SI03	iGTC03	8	8	0
10. SI04	iGTC03	6	9	-3
11. SI05	iGTC03	5	9	-4
12. SI02	iGTC04	5	5	0
13. SI03	iGTC04	10	10	0
14. SI04	iGTC04	5	3	2
Grand total		314	354	-40

Data Last Updated: 7/29/2023 11:27:44 AM | [Privacy Policy](#)

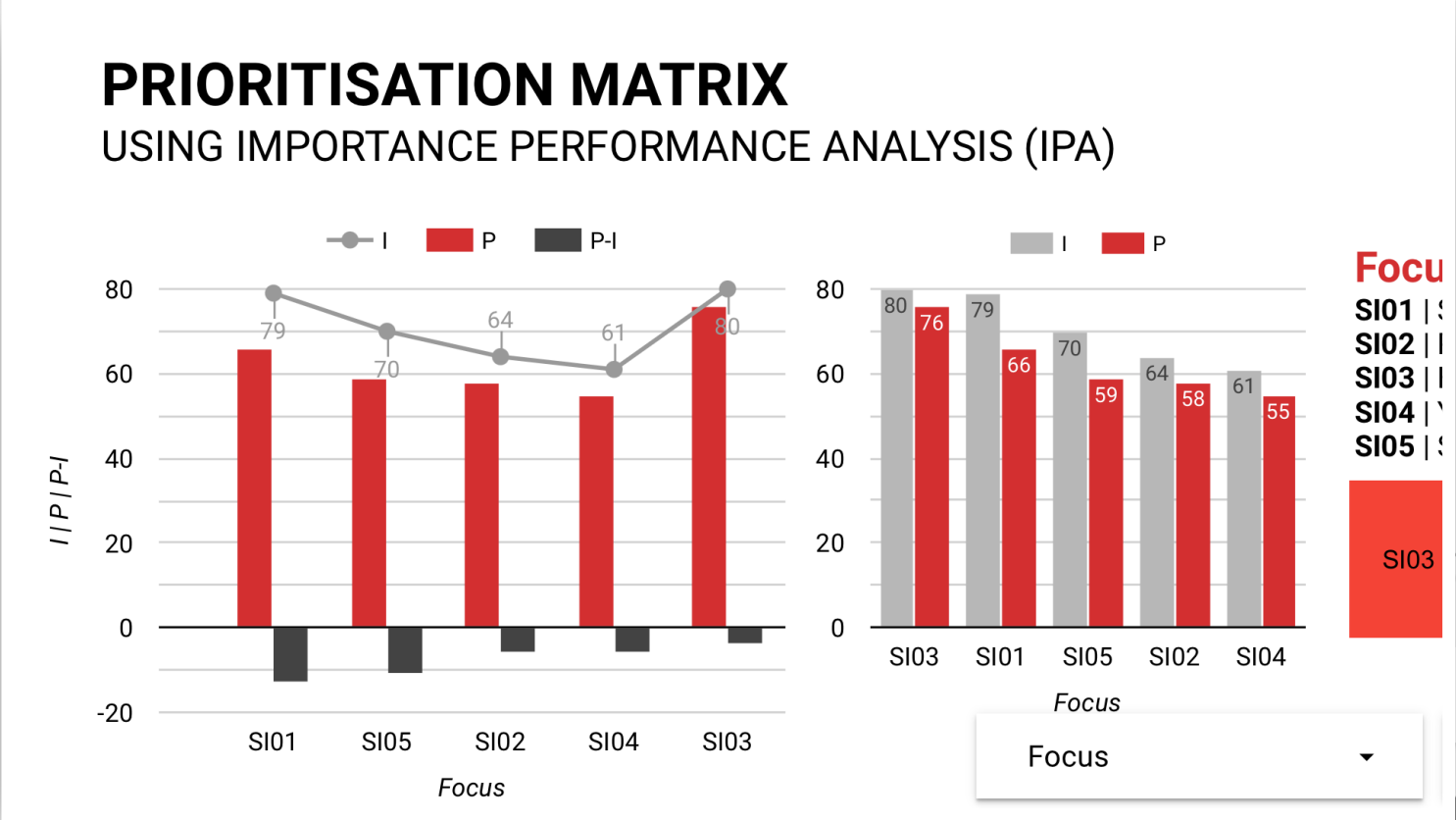
PRIORITISATION MATRIX

A Closer Look on Data Visualisation using Importance Performance Analysis (IPA)



Focus Areas:

- SI01 | Service Scenario Unit - SSU
- SI02 | Playbook & Toolbox - MPT
- SI03 | Human Learning Design - HLD
- SI04 | Your New You - YNY
- SI05 | Service Innovation Space - SIS



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excerpted from iGTC Internal Consulting Project *

PRIORITISATION MATRIX
USING IMPORTANCE PERFORMANCE ANALYSIS (IPA)

Focus Areas:

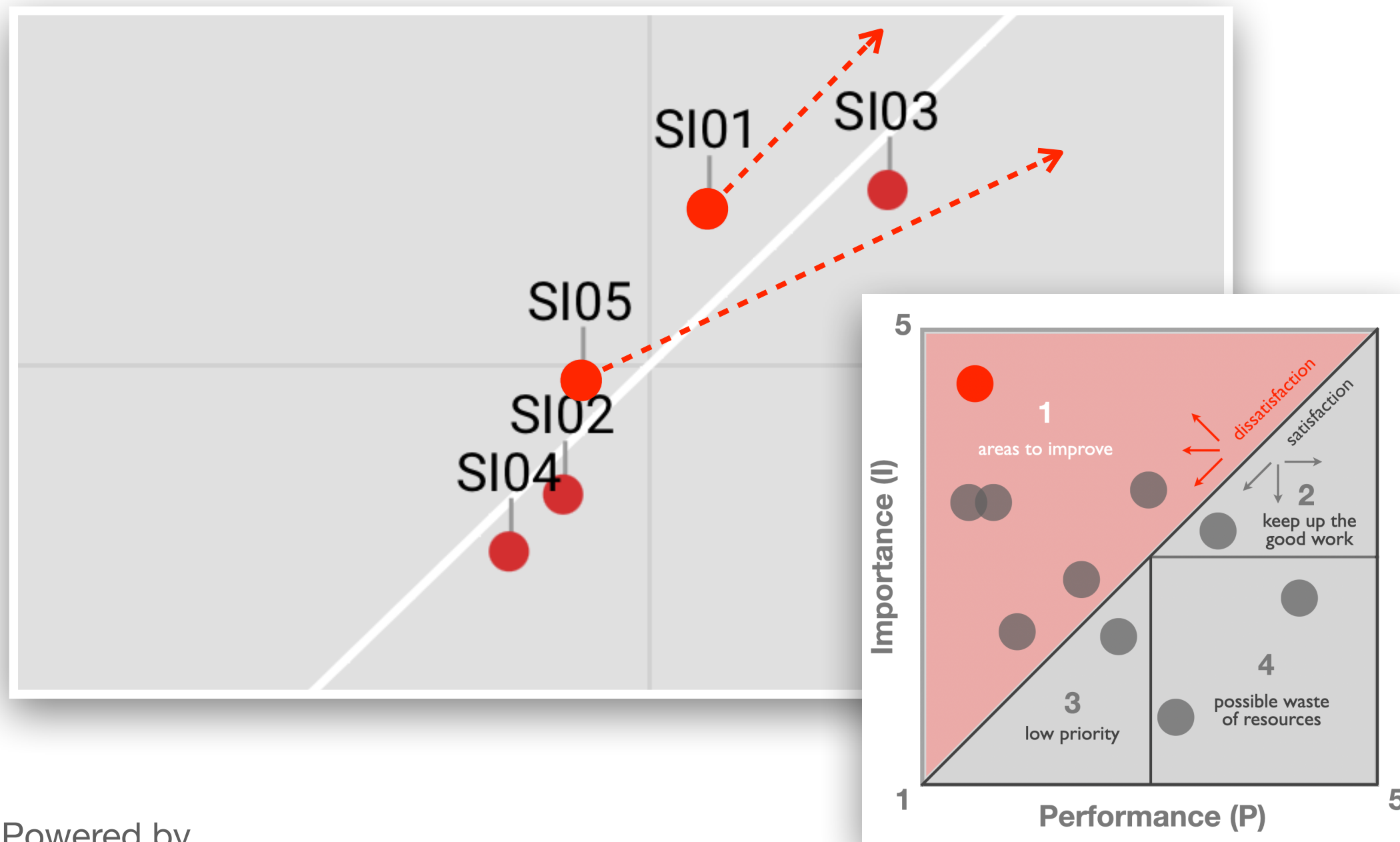
- SI01 | Service Scenario Unit - SSU
- SI02 | Playbook & Toolbox - MPT
- SI03 | Human Learning Design - HLD
- SI04 | Your New You - YNY
- SI05 | Service Innovation Space - SIS

Focus	I	P	P-I
SI03	80	76	-4
SI01	79	66	-13
SI05	70	59	-11
SI02	64	58	-6
SI04	61	55	-6

Focus	Informant	P	I	P-I
1. SI03	iGTC01	7	10	-3
2. SI05	iGTC01	7	8	-1
3. SI01	iGTC02	3	5	-2
4. SI02	iGTC02	8	9	-1
5. SI04	iGTC02	3	6	-3
6. SI05	iGTC02	5	7	-2
7. SI01	iGTC03	8	10	-2
8. SI02	iGTC03	1	6	-5
9. SI03	iGTC03	8	8	0
10. SI04	iGTC03	6	9	-3
11. SI05	iGTC03	5	9	-4
12. SI02	iGTC04	5	5	0
13. SI03	iGTC04	10	10	0
14. SI04	iGTC04	5	3	2
Grand total		314	354	-40

PRIORITISATION MATRIX

A Closer Look on Data Visualisation using Importance Performance Analysis (IPA)



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“หยุด” แล้ว “ยั่งยืน”

1. หยุดการเคลื่อนไหวที่ไร้ประโยชน์
2. หยุดการเคลื่อนไหวที่แล้วไม่เกิดรายได้
3. หยุดการเคลื่อนไหวความคิดโดยไม่ลงมือทำ

หยุด 3 สิ่งแล้วธุรกิจจะเริ่มนิ่ง
เพราะระบบจะค่อยๆ ปรับตัวให้ "ยืนระยะ" อยู่ได้
เมื่อ “หยุด” ทำสิ่งที่ไร้ความหมายในชีวิต

อนุวัต เชื้อเย็น