COBIT® Poster Series #1
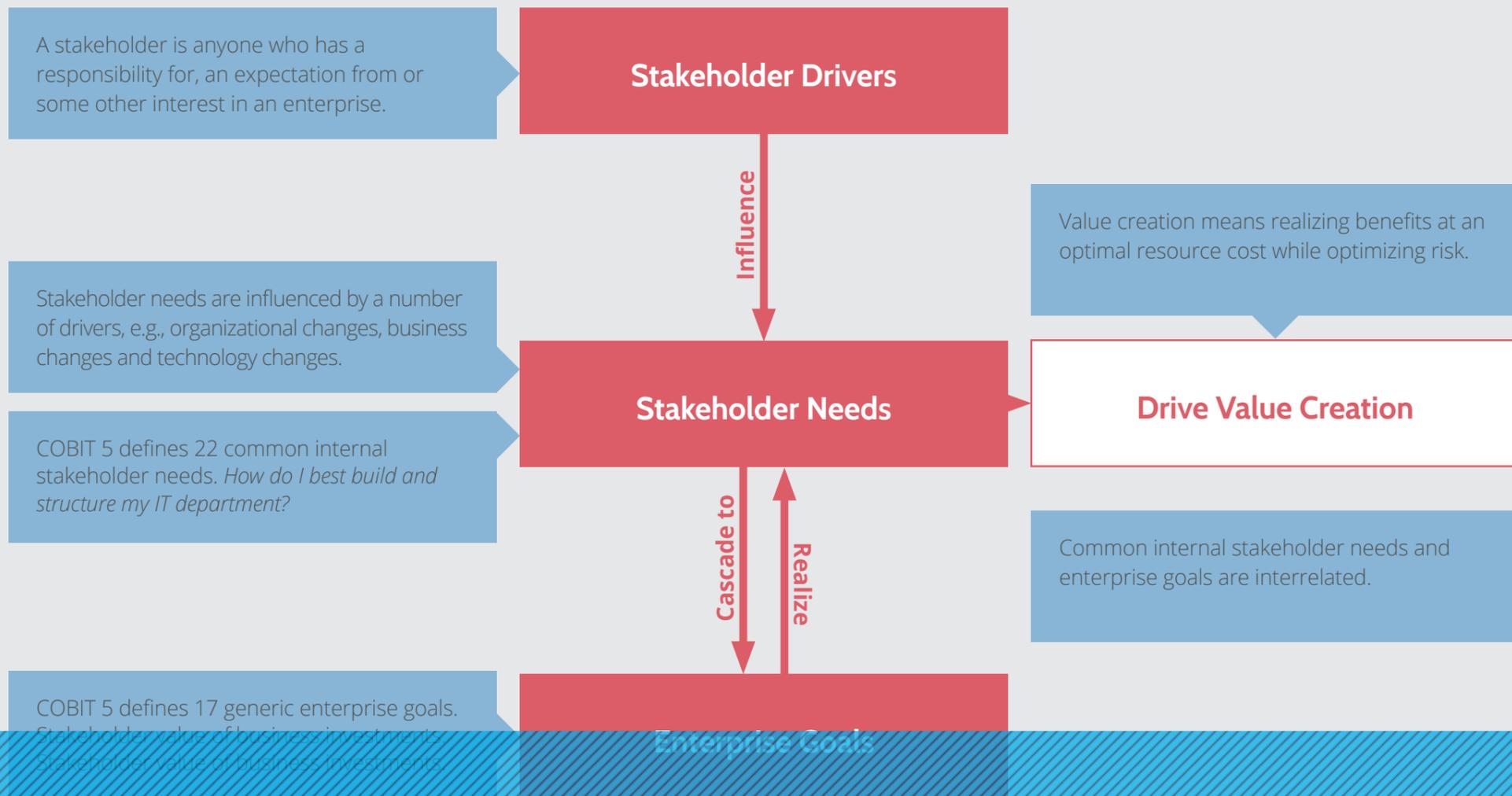## Transforming Stakeholder Needs into Actions

by Gregor Polančič

Good e-Learning

The COBIT 5 goals cascade is the mechanism to translate stakeholder needs into specific, actionable and customized enterprise goals, IT-related goals and enabler goals. This translation allows setting specific goals at every level and in every area of the enterprise in support of the overall goals and stakeholder requirements, and thus effectively supports alignment between enterprise needs and IT solutions and services.

A stakeholder is anyone who has a responsibility for, an expectation from or some other interest in an enterprise.

Stakeholder Drivers

Influence

Value creation means realizing benefits at an optimal resource cost while optimizing risk.

Stakeholder needs are influenced by a number of drivers, e.g., organizational changes, business changes and technology changes.

COBIT 5 defines 22 common internal stakeholder needs. *How do I best build and structure my IT department?*

Stakeholder Needs

Drive Value Creation

Cascade to *Realize*

Common internal stakeholder needs and enterprise goals are interrelated.

COBIT 5 defines 17 generic enterprise goals.

Enterprise Goals

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