

radar mapping

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Radar mapping enables organizations to view performance at a glance, with different performance indicators compared to one another. For examples, on the radar map in Figure 1, the factors influencing strategy are broken down under seven capabilities, which are labeled core competencies, customer relationship management, logistics and distribution, technological infrastructure, leadership and management, innovation management, and market share.

Within each of these seven key headings are a number of lesser measures. Overall, the position of the firm is plotted as a “snowflake” diagram. Comparison of radar charts over time is also useful to indicate trends which may be focused on or may call for corrective action.

Some companies have developed charts that illustrate different critical variables.

Consequently, the better an operation’s performance, the nearer it is to the center and the further away the greatest opportunity for improvement. As they allow opportunities to observe performance for an operation from a

single graphic, the radar charts:

- highlight performance gaps between the company’s measures and best practice;
- provide a tool to check performance over time; and
- make management focus on best practice comparisons, allowing a series of strategic measures rather than just one.

Radar maps are also referred to as radar charts and spider charts.

See also *advantage matrix*; *BCG (growth share) matrix*; *benchmarking*; *gap analysis*; *GE matrix (competitive position attractiveness matrix)*

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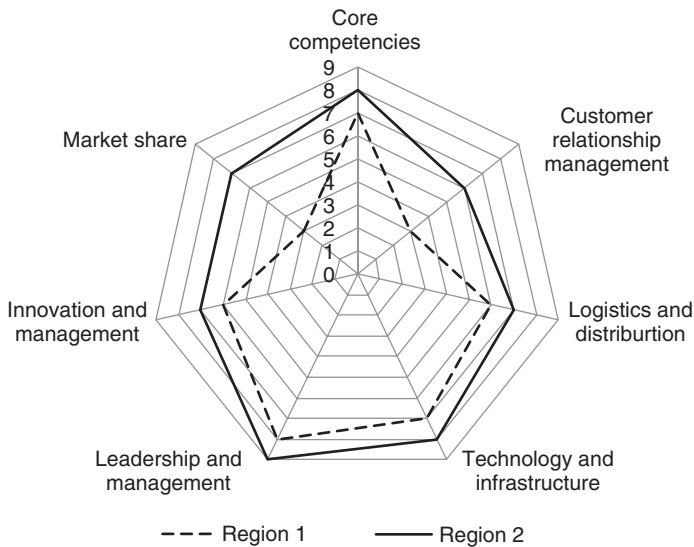


Figure 1 Radar map of Region 1 and Region 2 performance in an organization.