7 Domains: an Overview
The Seven Domains Framework

**Vision & Strategy**
- Define Vision
- Build Strategy
- Identify Obstacles
- Prioritize Goals

**Success Metrics**
- Identify and Validate KPIs
- Build Business Case
- Track Measures
- Improve

**Roadmap**
- Map Capabilities
- Define Current State
- Review Product Roadmap
- Plan Deployment Roadmap

**Sponsorship & Governance**
- Define Sponsor Strategy
- Select a Governance Model
- Change Control Processes
- Generate Release Mgmt Plan

**Adoption**
- Executive Sponsorship
- Manager & End User Value
- Training & Comms.
- Support & Change Mgmt

**Process**
- Define Key Processes
- Identify Process Owners
- Measure Process Effectiveness
- Review and Improve Processes

**Technology & Data**
- Define Architecture & Integrations Strategy
- Build Implementation Framework
- Define Data Mgmt Strategy
- Design Environment Management Processes
Vision & Strategy: Steps to Success

1. Establish Vision
   - Understand what are your aspirations and align with what is core to the business
   - Engage key executives to define vision and key objectives
   - Gain consensus on one holistic vision

2. Build Strategy
   - Determine strategic goals and business priorities
   - Identify actions and owners to make the vision a reality
   - Define key business value drivers

3. Identify Obstacles
   - Determine what prevents the team from achieving the Vision
   - Define guiding principles as “guard rails” needed to stay on course

4. Prioritize Goals
   - Determine criteria for prioritization
   - Prioritized based on criteria and obstacles
Success Metrics: Steps to Success

1. Identify and Validate KPIs
   - Align with Vision and Strategy
   - Align with Roadmap (Blueprint)
   - Identify 3-5 key metrics that improve your usage of Salesforce

2. Build Business Case
   - Map solution capabilities to business value drivers & objectives
   - Quantify expected solution benefits

3. Track Measures
   - Identify the behaviors and actions required to realize business case
   - Develop reporting and dashboards to measure benefits

4. Improve
   - Create credibility by auditing data
   - Empower managers to influence behavior and business process
Map Capabilities
- Review KPIs from Success Metrics
- Map to business “capabilities” and prioritize
- Tie to a business process
- Ensure capability will enable KPI measurement
- Review capabilities against product

Define Current State
- Illustrate your current state through models and a solution map
- Draw/define technical architecture
- Review commitment, funding, and resources for future projects

Review Product Roadmap
- Understand high level Salesforce roadmap for upcoming releases
- Engage with Account team for more detailed product specific release
- Decide to wait, buy, or build

Plan Deployment Roadmap
- Prioritize capabilities and projects
- Incorporate resource availability, capacity, and timeframe
- Determine the best technology fit
- Evaluate the best implementation partner
Sponsorship & Governance: Steps to Success

1. Successful Sponsorship
   - Roles/Responsibilities
   - Working with the Center of Excellence
   - Executive Adoption/Alignment
   - Critical Success Factors

2. Governance Models
   - Governance: Run the Business
   - Governance: Transform the Business
   - Center of Excellence Best Practices

3. Implementing the Center of Excellence
   - Governance Implementation
   - Organizational Change Processes
   - CFL and Governance Programs

4. Change Management
   - Release Management: Planning & Execution
   - Org Environment Management
   - Development Standards
   - Change Management Processes
**Adoption: Steps to Success**

1. **Executive Sponsorship**
   - Develop a clear vision & strategy
   - Identify sponsors: ensure they communicate direction
   - Leverage power users and champions to influence others

2. **Manager & End User Value**
   - End user efficiency & effectiveness gains
   - Manager buy-in to link vision to day-to-day
   - Meet how end users want to work

3. **Training & Communication**
   - Right training strategy for end users
   - Effective communication of changes & success stories
   - Measurements & rewards

4. **Support & Change Management**
   - Develop a clear governance & support model
   - Ensure an ongoing data quality strategy
   - Communicate changes and develop a process for user feedback
**Process: Steps to Success**

1. **Definition**
   - Define key processes
   - Determine desired business outcomes
   - Align processes to capabilities and prioritize

2. **Ownership**
   - Agree individuals & teams responsible for design and performance
   - Assign owners accountable for process sustainability and improvement

3. **Measurement**
   - Evaluate processes and practices
   - Prioritize desired KPIs
   - Identify skill sets required

4. **Review**
   - Identify undocumented processes and capture
   - Regular review of processes for further optimization & automation

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**Vision & Strategy**

**Success Metrics**

**Roadmap**

**Sponsorship & Governance**

**Adoption**

**Technology & Data**

**Definition - Ownership - Measurement - Review**
Technology & Data: Steps to Success

1. Architecture & Integrations Strategy
   - Optimize and align with your IT strategy
   - Integrate data from various systems

2. Data Management
   - Executive level accountability
   - Effective tools to maintain data quality
   - Develop and align data requirements

3. Environments Management
   - Define change management process
   - Develop prioritization & approval criteria
   - Standardize on version control process

4. Implementation Best Practices
   - Align roadmap with business and IT objectives
   - Introduce implementation methodology
   - Set clear goals and scoping projects