

Services, economic		
Goals'13	Measures'13	Project'13
Revenue of in-house services by 10% increased	Conduct sales initiatives; market "PM Assistance", "Coaching"	
Revenue of open seminars by 10% increased	Conduct sales initiatives; develop business analysis seminars and certifications	
RGC management approaches further developed	Further develop and integrate project management, process management, change management, business analysis	RGC product optimization
Seminar materials optimized	Documents and blended learning optimized	RGC product optimization
Event happy projects '13 optimized	Implement new design of happy projects'13	happy projects'13
RGC Lecture and RGC Analysis-workshops performed	Develop new design for RGC Lecture	
Marketing of events/products optimized	Further develop existing cooperations; establish new cooperations	
RGCresearch, economic		
Goals'13	Measures'13	Project'13
3 publications published	Finalize PMI book publication, develop & publish publications in cooperation with SKEMA, publication in magazine "Zeitschrift für Organisation"	
	Secure PR by conducting studies	
	Secure PR by publishing the PMI book	
PR secured by events and products	Secure PR by realizing the PM Uni event	
PMI research application developed	Develop <i>ONE Management</i> as application topic	
PM Uni partnership established	Use RGCresearch as facilitator	
Marketing/Organization/Infrastructure/Personnel/Finance, economic		
Goals'13	Measures'13	Project'13
Marketing plan & PR plan professionalized	Develop & control marketing plan & PR plan	
Folder, mailings, newsletters, print templates, ads optimized	Develop seminar folder 2014; optimize newsletter layout	RGC CD
RGC website optimized; Social Media networks established	Conduct search engine optimization	RGC CD
New CD implemented	Adapt website; consider CD in folders	RGC CD
CRM data base optimized	Optimize quality of data	
Participated at fairs, conferences, cooperation events	Participate at 10 fairs, conferences, cooperation events in AUT & DE by providing professional contribution	
PR realized	Realize PR by 2 editorial articles in news papers; realize PR by performing happy projects'13	
Marketing measures in the German market intensified	Be present on the German market through events, cooperations	
Sustainable development continued	Develop & communicate SustObjectives plan; formalize corporate governance; practice value oriented leadership	
Organization optimized	Stabilize sales organization; intensify differentiation of seminar management and office management	
New office location realized	Relocate to new office to increase sustainable mobility	RGC Relocation
Time tracking improved	Further develop & implement time tracking solution	
Number of employees increased	Integrate new employees	
Personnel development executed	Realize individual development plans	
Personnel retention realized	Continue internal coaching; implement incentive system	
Financing optimized	Continue equity financing; continue partial retention of profits to finance internal projects	
Services/Marketing/Organization/Infrastructure/Personnel/Finance, ecologic		
Goals'13	Measures'13	Project'13
Venue for events, seminars ecologically optimized	Demand proof of ecological/sustainable measures of seminar locations	
Marketing materials ecologically optimized	Decrease of hardcopy mailings; focus on electronic mailings, use of PDFs; use adequate type of paper	RGC CD
Travelling efforts for market development purposes minimized	Increase virtual collaboration	

Operations & maintenance optimized	Optimize paper consumption; apply recycling measures in RGC office	RGC Relocation
Mobility by new office location optimized	Conduct mobility check	RGC Relocation

Stakeholder relations, social		
Goals'13	Measures'13	Project'13
	Communicate safety instructions to participants	
	Supply information on recent study results	
Customer loyalty optimized	Optimize working methods in seminars	RGC product optimization
Associations: cooperation optimized	PMI, PMI Aut, IPMA, PMA, ISO, IIBA A, ÖVO: Continue/intensify cooperation Establish new cooperations: WdF, ACMP - Association of Change Management Professionals	
Universities: cooperation optimized	Improve cooperation strategically: Universities Continue partnership: PM Uni	
Companies: cooperation optimized	Continue cooperation: Microsoft Austria Continue cooperation: Oracle Establish cooperation: PM Institut	
RGC Bucharest: continue cooperation	Optimize allocation of resources/personnel	
PR & Media: continue cooperations	Further develop cooperations for publishing of research results	
Suppliers: continue cooperations	Retain regular suppliers	
	Apply knowledge management	
RGC Trainers & Consultants: cooperation optimized	Collect data on trainer satisfaction; develop & implement further development measures	
RGC employees: retention intensified	Use RGC events & seminars for individual education Consider ergonomic factors in office/working environment	happy projects'13
RGC share holders: cooperation optimized	Continue professional coaching	
Competition observed	Analyze competition and benchmark RGC	