The Case for Goal-based Travel Management

And its Four Foundational Principles

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New Forces at Work

More climate concerns.

"Virtual first" attitude.

Smaller travel budgets,

More budget contention.

Fewer, more important trips – and travelers.

Greater questioning of travel's impact.

Higher risk of not traveling enough.

These new forces will make it **much harder** for travel managers **to add new value using old methods.**

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So travel management **needs a new strategy – starting with new goals.**

Win Revenue
Earn Customer Trust
Improve Our Workforce
Gain Operational Excellence
Control Costs and Risks
Strengthen Supply Chains
Upgrade Our Technology
Deliver Innovation
Shape Our Future

These are goals
that matter
to most companies.

**So these are the goals
that must shape travel
management's future.**

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Win Revenue

Earn Customer Trust

Improve Our Workforce

Gain Operational Excellence

Control Costs and Risks
Strengthen Supply Chains

Upgrade Our Technology

Deliver Innovation

Shape Our Future

← Today, most travel management work fits here.

Win Revenue

Earn Customer Trust

Improve Our Workforce

Gain Operational Excellence

Control Costs and Risks

Strengthen Supply Chains

Upgrade Our Technology

Deliver Innovation

Shape Our Future

The **future** of managing travel?

Directly impacting each of these goals...and getting credit for doing so.

Right. How?

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By using

Goal-based Travel Management

And Its Four Foundational Principles

Principle No. 1

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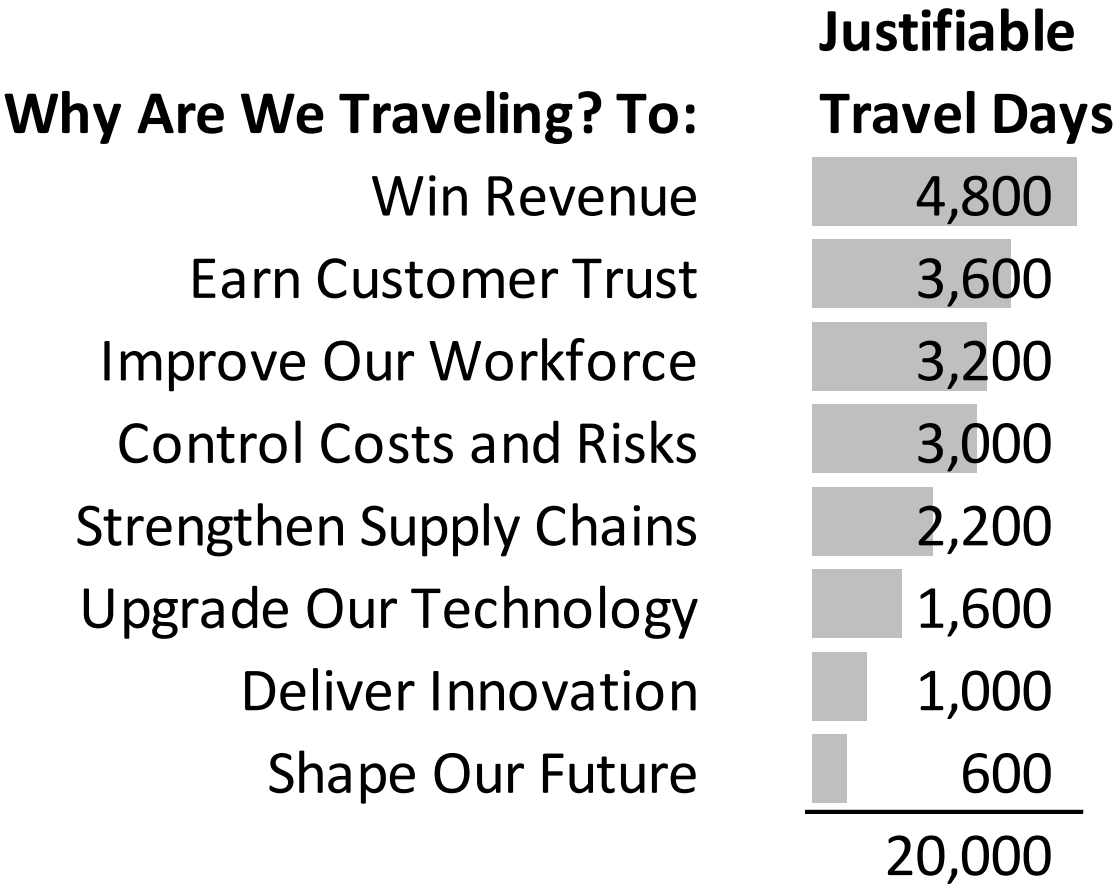
Use travel budgets for **justifiable trips tied to key goals.**

Principle No. 1

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Why Are We Traveling? To:	Justifiable Travel Days
Win Revenue	4,800
Earn Customer Trust	3,600
Improve Our Workforce	3,200
Control Costs and Risks	3,000
Strengthen Supply Chains	2,200
Upgrade Our Technology	1,600
Deliver Innovation	1,000
Shape Our Future	600
	20,000

This shows management how travelers' time is being spent.

Principle No. 2

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Ensure travelers are **safe, healthy, willing and likely** to achieve the trip's goal.

Principle No. 3
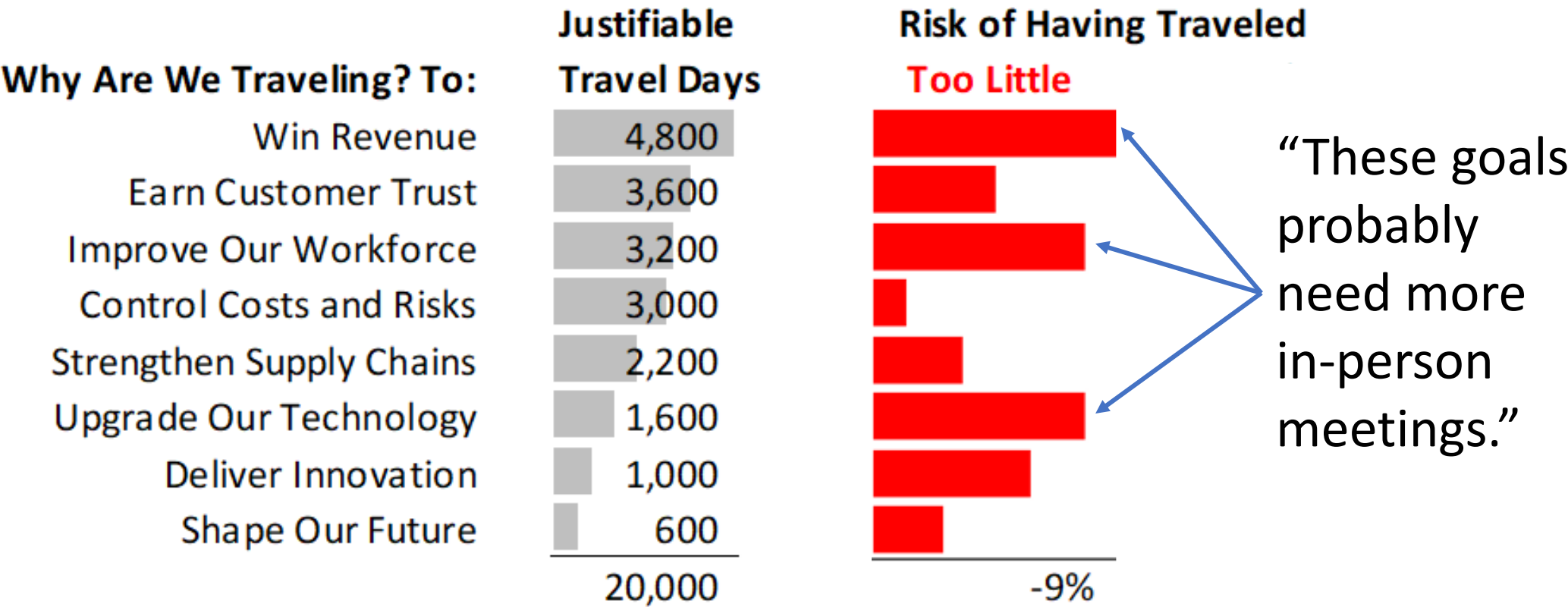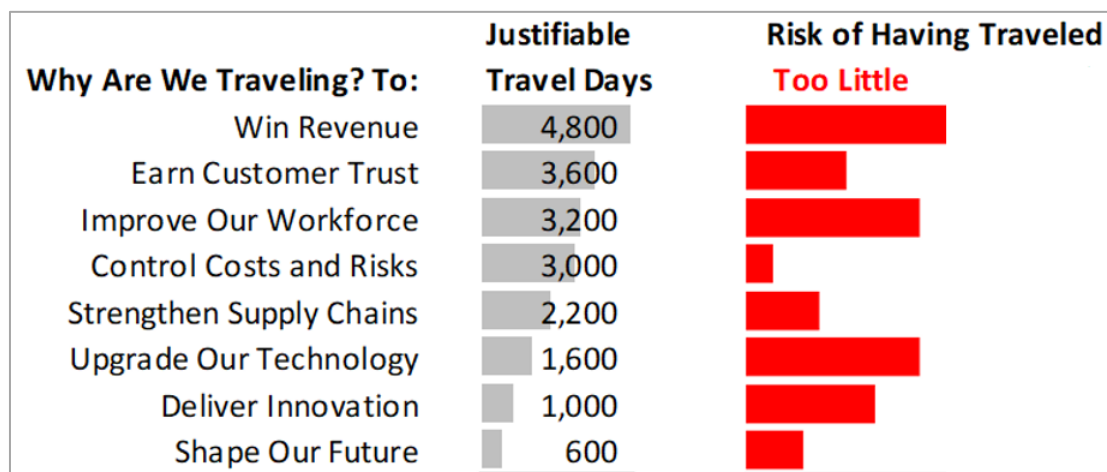
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Prefer travelers and suppliers who are **committed to sustainable travel goals.**

Principle No. 4

Help reallocate travel to achieve key goals.

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Why Are We Traveling? To:	Justifiable Travel Days	Risk of Having Traveled Too Little
Win Revenue	4,800	
Earn Customer Trust	3,600	
Improve Our Workforce	3,200	
Control Costs and Risks	3,000	
Strengthen Supply Chains	2,200	
Upgrade Our Technology	1,600	
Deliver Innovation	1,000	
Shape Our Future	600	
	20,000	-9%

"These goals probably need more in-person meetings."

Goal-based Travel Management

Why Are We Traveling? To:	Justifiable Travel Days	Risk of Having Traveled Too Little
Win Revenue	4,800	
Earn Customer Trust	3,600	
Improve Our Workforce	3,200	
Control Costs and Risks	3,000	
Strengthen Supply Chains	2,200	
Upgrade Our Technology	1,600	
Deliver Innovation	1,000	
Shape Our Future	600	

Use travel budgets for **justifiable trips linked to key goals.**

Ensure travelers are **safe, healthy, willing and likely** to achieve the trip's goals.

Prefer travelers and suppliers **who are committed to sustainable travel goals.**

Help reallocate travel to achieve key goals.

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Is your company interested in this new approach to managing travel?
We've got some innovative ideas.

Continue the discussion with Scott Gillespie
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Always glad to connect on LinkedIn