

# Goal Orientation It works!

## Feedback on 20 Years of Use in Business

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**Abstract.** Goal orientation is not yet the mainstream approach used in practice. However it has been proved to be a keystone to project success. The talk will:

- Shortly introduce the subset of KAOS notations and the RE processes typically followed during RE cases
- Review the kind of projects in which the use of goal orientation has been proved successful,
- Identify success factors and impediments to the adoption of goal orientation in business.