



“Clarity Under Load”: Applying WOOP, EDGE, and V2MOM Goal Frameworks in an Active Radiology Practice”

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PURPOSE

Radiology practices function in high-demand clinical environments where competing priorities, rapid throughput, and constant change challenge traditional goal-setting approaches. This review examines three structured goal frameworks—WOOP, EDGE, and V2MOM—and their applicability to setting and executing goals within an active radiology practice. The purpose is to describe how these models support clarity, alignment, and execution across individual, team, and departmental levels.

METHODS

This is a descriptive review of three established goal-setting frameworks drawn from behavioral psychology (Wish, Outcome, Obstacle, Plan or WOOP), performance communication (Evaluate, Develop, Grow, Execute or EDGE), and organizational strategy (Vision, Values, Methods, Obstacles, Measures or V2MOM). Each framework is summarized based on its defined components and intended use, and evaluated conceptually against common radiology practice needs, including workflow optimization, quality improvement, leadership communication, and strategic alignment.

Example of the WOOP goal framework applied at our institution:

WOOP A Goal Framework for Turning Intentions into Action

WOOP is a simple, evidence-based strategy to help you set meaningful goals and follow through on them.

W WISH What do you really want?	1. WISH Identify a meaningful goal that is personally important and positively framed. Prompt What do I really want?	
O OUTCOME What will be the best outcome?	2. OUTCOME Imagine the best possible outcome of achieving your wish. What will it look like, feel like, and what will it mean to you? Prompt If I achieve my wish, what will be the best outcome?	
O OBSTACLE What might get in the way?	3. OBSTACLE Identify the internal or external obstacle that is most likely to get in the way of achieving your wish. Prompt What is the biggest obstacle that could get in my way?	
P PLAN What will you do when the obstacle shows up?	4. PLAN If the obstacle arises, form an "if-then" plan specifying how you will respond. Prompt If [obstacle], then I will [action].	

WOOP helps bridge the gap between intention and action by combining positive motivation with realistic planning.

Reference: Gollwitzer, P. M. (1999). Implementation intentions: Strong effects of simple plans. *American Psychologist*, 54(7), 493–503.

Near miss occurs during call shift

Develop a system to track and hand off all read requests to decrease near misses by at least 25%

Apply system over a period of 3 months

Evaluate efficacy of system → inefficient and cumbersome

Modify system to now only track requests that were not addressed at the end of call shift

Apply the modified system and re-evaluate in 3 months

Desired outcome: reduced number of near misses

RESULTS

WOOP provides a concise structure for individual and small-team goals by linking desired outcomes to anticipated obstacles and predefined action plans, supporting behavior change and personal accountability. EDGE emphasizes clarity of expectations and execution discipline, making it well suited for leadership discussions, feedback, and operational change initiatives. V2MOM translates vision and values into actionable methods with explicit obstacles and measurable outcomes, supporting department-level and enterprise initiatives. Each framework addresses distinct but complementary aspects of goal setting in radiology.

CONCLUSION

WOOP, EDGE, and V2MOM offer practical, structured approaches to goal setting that align with the operational intensity of radiology practice. When applied deliberately and at appropriate organizational levels, these frameworks can improve clarity, execution, and alignment in clinical, operational, and strategic initiatives in the radiology workplace.

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