

# Goal

## Definition

A goal is a short statement of the desired outcome to be accomplished over a long time frame.

## Note

The timeframe is usually three to five years. It is a broad statement that focuses on the desired results and does not describe the methods used to get the intended outcome.

## Examples

- Maximizing profits
- Growing revenues
- Increasing efficiency
- Providing excellent customer service
- Becoming an industry leader
- Creating a brand
- Becoming carbon-neutral

## Reference

Indeed.

<https://www.indeed.com/career-advice/career-development/difference-between-goals-and-objectives>

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