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

From:
https://datamanagement.wiki/ - **Data Management Wiki**

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