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.

Relation

Goals and objectives both refer to the desired outcomes that a person or oranisation wants to achieve.

Examples

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

Reference

Indeed. Difference between goals and objectives.

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

Permanent link:
https://datamanagement.wiki/general_term/goal?rev=1679162128

Last update: **2024/03/08 13:33**