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.
- In the OGSM-model the meaning of [general_term/objective|objectives]] and goals are reversed.

Relation

Goals and objectives both refer to the desired outcomes that a person or organisation 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.

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