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 objectives and goals are reversed.

Relation

Goal	refers to	desired outcomes
Goal	has similarities to	objectives

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.

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

Permanent link:
https://datamanagement.wiki/general_term/goal?rev=1690229489

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