

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	objective

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.](#)

[All](#)

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



Permanent link:
https://datamanagement.wiki/general_term/goal?rev=1697722727

Last update: **2024/03/08 13:34**