Objective

Definition

An objective is a short statement of the desired outcome to be accomplished over a short time frame.

Note

- The timeframe is usually one year.
- In the OGSM-model the meaning of objectives and goals are reversed.

Relations

Objective	is parent of	data quality objective
Objective	has simularities with	goals

Objective and goals both refer to the desired outcomes that a person or organisation wants to achieve.

Examples

- Earn a minimum of 15% return on investment in a fiscal year
- Increase the company's market share to 7% by the end of the next fiscal year
- Cut down the operating costs by 10% within two years
- Reduce the response time for sales inquiries to 12 hours by the end of this quarter

Reference

Indeed. Difference between goals and objectives.

All, DUMS

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