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 supertype of data quality objective.
- Objectives and goals both refer to the desired outcomes that a person or oranisation 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.

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