

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 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](#).

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