

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
Objective	has similarities 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](#).

From:

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

Permanent link:

https://datamanagement.wiki/general_term/objective?rev=1687624393



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