

# 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	<a href="#">data quality objective</a>
Objective	has similarities with	<a href="#">goals</a>

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](#).

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