

Goals

Desired ends that participants attempt to achieve through the performance of task activities



Our goal for Citigroup is to be the most respected global financial services company. Like any other public company, we're obligated to deliver profits and growth to our shareholders. Of equal importance is to deliver those profits and generate growth responsibly.

People love our clothes and trust our company. We will market the most appealing and widely worn casual clothing in the world. We will clothe the world.



Participants

Organizational participants that make contributions to and derive benefits from the organization

