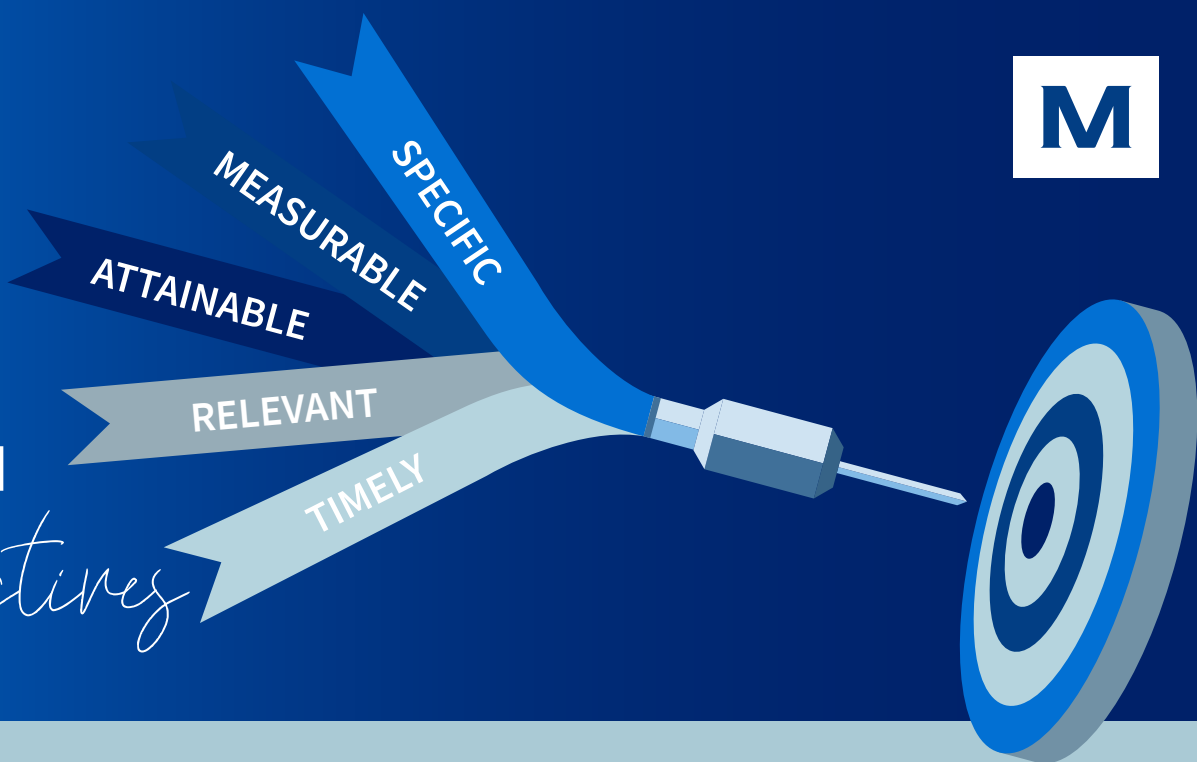




Goals and Objectives



What is the difference between **goals** and **objectives**?

Goals:

Goals are broad statements that describe the outcome you want to achieve. Goals are often long-term endeavors.

Objectives:

Objectives are specific, measurable actions that can be reached in a short amount of time. Objectives are individual steps in a process.

Why is it important to have **goals**?

Having goals is a good way to focus attention on the things that are important. It allows us to create a vision of how we would like our life to be. When we have a goal, we tend to increase the amount of time and effort we spend on an activity and develop effective strategies to achieve that goal.

If we choose our objectives carefully to reach our goals, it is like choosing a pathway to reach a destination.



How to choose your **objectives**?

Objectives should be **SMART**:



Specific

The goal is concrete and tangible - everyone knows what it looks like.



Measurable

The goal has an objective measure of success that everyone can understand.



Attainable

The goal is challenging, but should be achievable with the resources available.



Relevant

The goal meaningfully contributes to larger objectives like the overall mission.



Timely

The goal has a deadline or, better yet, a timeline of progress milestones.

Think about these **questions**:

1

What goals do we have for our department?

2

What objectives will help us reach those goals?

3

How can we encourage each other to reach our goals?

Do you know the answers? **If yes, excellent!**

If no, please have a discussion with your immediate manager for clarity.