

Goals and Objectives Planning Process



What we mean when we say....

Strategic Priorities

- Directional, long term in nature, a compass
- Reflects focus of vision and mission

Goals

- Long-term aims that you want to accomplish
- The big idea

Objectives

- Concrete measurable attainments
- Defined metrics and targets to achieve big idea

Initiative

- A leading action that results to achieve an outcome
- Major activities and plans need to be done to achieve metrics and goals

Action Items

- Activities that result in action and decision

Goals and objectives are often used interchangeably, the main difference is in their level of concreteness.

Objectives are very concrete, whereas goals are less structured.