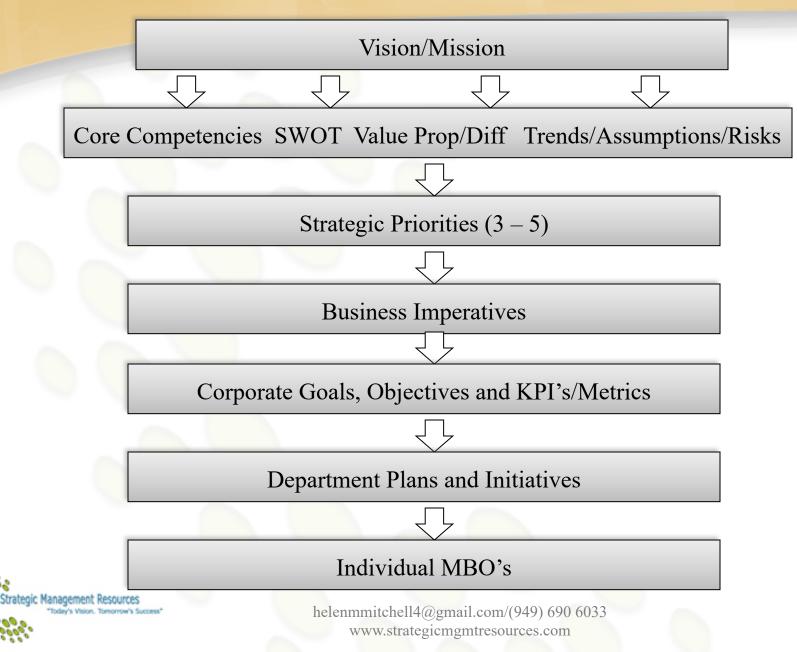
Goals and Objectives Planning Process



What we mean when we say....

Strategic Priorities

Directional, long term in nature, a compassReflects focus of vision and mission

Goals

Long-term aims that you want to accomplishThe big idea

Objectives

Concrete measureable attainmentsDefined 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

"Today's Vision. Tomorrow's Success

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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.