

## Goals and Objectives

A goal is often described as a dream with a deadline. Objectives are how you meet the deadline. Your goals are targets, or desired outcomes, for your business. You should consider your short-term goals (within one year) and those that are two to five years into the future. The desired outcomes are related to functions (rather than to individuals) within the business. Goals are usually measured in dollars and other tangible desired outcomes. Each goal must be stated in a quantitative manner that allows you to track progress towards the goal. In other words, every goal must be measurable. It is important that all goals are compatible with the mission statement and with each other.

Objectives are the specific strategies for reaching goals. A goal may have several objectives, and every objective must be measurable. Each objective should be an assigned responsibility of some individual within your business.

Goals and objectives can be set for any aspect of your business, but are most commonly set within the following areas:

- Sales volume
- Owner compensation
- Number of employees
- Assets
- Customer satisfaction
- Owner time commitment
- Profit

When setting goals and objectives ask the following questions:

- What will I do?
- How will I do it?
- Who will do it?
- Why should I do it?
- When will I do it?
- What is the outcome?

To help illustrate goals and objectives, consider the following example:

*I own a small bakery in a metropolitan area.*

*One of my goals is to be bigger than Pepperidge Farms within five years.*

*My Objectives are:*

- *to get out of my current location in the church kitchen into suitable leased space*
- *to buy my own space in two years*
- *to market outside of my immediate metropolitan area*

**Step 1:** *Set short-term goals. Identify at least three short-term goals and objectives for your business. Remember, objectives include what needs to be done, when it needs to be done, and who is responsible for doing it. List in order of importance.*

**Step 2:** *Set long-term goals. Identify at least three to five long-term goals and objectives for your business. List in order of importance.*