

Objective 4.02
Utilize Planning Tools to Guide
Organization's/Department's
Activities

Define Goals and Objectives

Goals:

Outcome statements that define what an organization is trying to accomplish, both programmatically and organizationally.

Objectives:

Very precise, time-based, and measurable actions that support the completion of a goal

http://webcache.googleusercontent.com/searchq=cache:BAaPyvTeDh0J:courses.jonesinternational.edu/private/jiu/media/assets/9781453300909_Carpenter/9781453300909.carpenter.chapter.06.pdf+characteristics+of+appropriate+goals+and+objectives+include+which+of+the+following&cd=4&hl=en&ct=clnk&gl=us&client=firefox-a

The Importance of Company Goals/Objectives

- Goals define your destination and shape what your business will become.
- Goals also help you determine a timeline for the things you need to do.

The Importance of Company Goals/Objectives

- Goals are the larger accomplishments while objectives are simply sub-goals
- Goals and objectives are important in achieving overall success

The Importance of Company Goals/Objectives

Goals differ from objectives in that they encompass a broader vision of what you wish to accomplish, whereas objectives operate as a means to an end.

http://www.ehow.com/how_6327559_write-business-goals-objectives.html#ixzz29VSRxdR8

Ways In Which Company Goals/Objectives Are Used

Goals tell you what you are trying to achieve, the objectives will break these general targets into bite-sized tasks.

Keep all of your objectives and goals measurable

<http://EzineArticles.com/2266186>

Characteristics of Effective Objectives

Characteristics of appropriate goals and objectives

1. Less is more
2. Tie measures to drivers
3. Don't just measure the past
4. Take stakeholders into account
5. Cascade goals into objectives
6. Simplify
7. Adapt
8. Base objectives on facts

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Steps to Follow to Meet Your Objectives and Achieve Your Goals.

- *Develop an overall goal.
- *Define two to three key objectives.
- *Develop criteria for measuring the firm's progress.
- *Refine these objectives with implementation and measurement strategies.
- *Develop timetables and action plans to support your business objectives.
- *Get everything in writing. Establish a frame of reference for the work ahead.

How to Develop Company Goals/Objectives

1. You should set broad goals to be accomplished. Begin by determining the reason(s) you want to start a business. Reasons people start a business fall within four general business goals: service, social, profit, or growth
2. You should break up your goals into objects that are *SMART*— specific, measurable, action-oriented, realistic, and timely.
3. You should further break down your objectives into action plans—smaller, more manageable projects

Reasons For Creating a Mission Statement

A mission statement is a written description of the goals of a company and identifies the nature of the business or the reasons the business exists

Mission statement increases efficiency, productivity and profitability and serves as the constitution of the organization; it delineates both the vision and boundaries of the business

<http://EzineArticles.com/2825898>

Characteristics of Successful Mission Statements

The mission statement includes all or most of the following information:

- What you do
- Where you do it
- For whom you do it
- How you do it
- Why you do it

Procedures for Defining a Business's Mission

When defining the mission statement it is important to take into account external influences such as:

1. The competition
2. Labor conditions
3. Economic conditions
4. Possible government regulation

Procedures for Defining a Business's Mission

Before writing a mission statement organizations should take a look at how they are different from the competition, whether it is in technology, image and name brand, or employees

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Procedures for Defining a Business's Mission

A mission statement should answer the following three questions:

- 1) What are the opportunities or needs the organization addresses?
- 2) What does the organization do to address those needs?
- 3) What principles and values guide the organization?
In other words, defining the organization's purpose, business and values.

RESOURCES

<http://www.referenceforbusiness.com/management/Mar-No/Mission-and-Vision-Statements.html#ixzz29suxaPE8>

<http://EzineArticles.com/2825898>

<http://www.ces.purdue.edu/extmedia/EC/EC-727.pdf>

http://www.ehow.com/how_6327559_write-business-goals-objectives.html#ixzz29VSRxdR8

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