

Moving from mission down to operational the goals get more and more specific...

- Organizational Mission – the organization's reason for existence (same as mission statement)
- Strategic goals – official goals, broad statements describing the organization's future
- Strategic plans – define the action steps the company will take

Goals should be aligned

Goals and Planning should...

- Provide a source of motivation and commitment
- Guide resource allocation, guide action, set a standard of performance

Criteria for Effective Goal Setting

- Specific and measurable
- Defined time period
- Cover key result areas
- Challenging but realistic
- Linked to rewards