

“Setting Goals & Objectives”

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“**Setting Goals & Objectives**” is a process that is critical to completing tasks on time and within budget whether it involves a business situation or one’s personal life.

Goals = end results.

Objectives = benchmarks to be achieved enroute to goal attainment.

The following apply to the setting of both the goals and the objectives leading to their achievement:

1. Research the matter gaining sufficient knowledge to assure that the goal selected is fully attainable (make certain the goal is realistic);
2. Include a deadline for goal attainment ~ use target dates for meeting the objectives leading to same;
3. Goal attainment timeframes should usually be 1 year and should not exceed 5 years in duration (5 year goals must be reviewed annually in the light of new knowledge gained and revised accordingly, if appropriate);
4. Objectives should have attainment timeframes which reflect the monthly or quarterly progress made toward goal achievement;
5. Make sure the goal can be measured quantifiably (avoid choosing goals where their only measurement is subjective in nature);
6. If others must accept the goal, request their help in choosing the goal prior to its final selection; and
7. Leave some room for the unexpected...when finalized, notch the goal down about 10% (it can always be revised upward at a future date but to reduce it later will reflect poorly upon your interim performance).