

GOALS & OBJECTIVES

Goals and Objectives are not one and the same...

GOALS ARE:

- Broad in scope
- General statements of ends
- Reflect a philosophy
- Long-term or far-reaching
- Not necessarily measurable

OBJECTIVES:

- Specify an intent of some aspect of a goal
- Specify some type of result of an action toward a goal
- Sets measurable stages of progress towards a goal
- Are short-term and narrow in scope

A goal may have several objectives aimed at reaching the intended outcome. Objectives can be for one day, one week, one month or one year. Goals are generally for longer than a year.