

My Strategic Objectives

Strategic Objectives are high payoff activities that are the big-picture goals in your business. They can span many years, or a single year or shorter period of time.

Strategic objectives are often related to business performance that creates more of an ideal business and moves you close to your 12-Month Vision and long-term Vision.

Strategic Objectives don't HAVE to be specific but the more specific the better.

What they do have to be is needle-movers in your business. Strategic Objectives usually have a number of Projects associated with them.

So, for instance, if your Strategic Objective was to launch a new product, you might have a few key projects you need to undertake, including a research project to better understand your market and a design project to develop your new product and so on.

Some examples of Strategic Objectives:

- **Financial Growth:** To increase revenue by 10% annually.
- **Current Customers:** Achieve and maintain outstanding customer service.
- **New Customers:** Introduce existing products into a new market.
- **New Customers:** To expand sales to the global marketplace.
- **Technology Management:** Increase efficiencies through the use of a new CRM and Website.
- **Marketing:** Develop and implement a promotional plan to drive increased business.
- **Team Training:** To develop the leadership abilities and potential of our team.

You can, and will, have more than one Strategic Objective at any time. For example, you might want to grow your database by 500 people AND bring in an extra \$150K AND grow to a team of 5, all in one 12 month period.

My Top 3 Strategic Objectives for the next 12 months are:

