

GOALS & OBJECTIVES

Company Leadership

GOALS	OBJECTIVES
<ul style="list-style-type: none">• Build a greater product awareness.	<ul style="list-style-type: none">• Schedule monthly check-ins with your sales managers and product developers.• Decide on product improvements and implement an action plan.• Perform a 30-minute weekly review of each marketing and product performance, and help them find useful resources and information.

Employees

GOALS	OBJECTIVES
<ul style="list-style-type: none">• Work your way up from an assistant to a management position.	<ul style="list-style-type: none">• Schedule a meeting with your supervisor to discuss long-term opportunities at the company.• Request informational interviews with three managers who are in positions that interest you.• Take advantage of one company training program per month.

Businesses

GOALS	OBJECTIVES
<ul style="list-style-type: none">• Increase company sustainability.	<ul style="list-style-type: none">• Incentivize employees to take public transportation by offering them \$150 reimbursement per month.• Convert an additional 15 percent of sourced materials into recycled products.• Hire a team of environmental consultants to audit your production practices.

Teams

GOALS	OBJECTIVES
<ul style="list-style-type: none">• Build a strong team culture.	<ul style="list-style-type: none">• Conduct a monthly check-in meeting to share expectations, set goals, and acknowledge team and individual successes.• Host a monthly happy hour for team members.• Provide a free quarterly training module that covers topics like diversity, equity, and inclusion (DEI), stress management, and communication skills.

Project Management

GOALS	OBJECTIVES
<ul style="list-style-type: none">• Deliver a successful project.	<ul style="list-style-type: none">• Perform a comprehensive risk assessment.• Develop a solid project plan.• Secure approvals for your budget.

Marketing

GOALS	OBJECTIVES
<ul style="list-style-type: none">• Increase brand awareness.	<ul style="list-style-type: none">• Increase company Instagram posts from 10 per week to 15 per week.• Research influencers in your field, and identify six mid-tier influencers to contact for potential partnership.• Attend two conferences in the next three months.

Human Resources

GOALS	OBJECTIVES
<ul style="list-style-type: none">• Decrease employee turnover by 15 percent in two years.	<ul style="list-style-type: none">• Provide employees with additional healthcare benefits in order to decrease annual healthcare costs by 10 percent.• Establish an employee recognition program to distribute company awards and prizes for high performance.• Create a scholarship fund, so each employee can spend up to \$2500 annually on continuing education.

Sales

GOALS	OBJECTIVES
<ul style="list-style-type: none">• Increase annual revenue by 10 percent.	<ul style="list-style-type: none">• Spend one hour per day on new customer outreach.• Sell upgraded service to two existing customers per week.• Spend one hour per day on existing customer outreach in order to decrease customer churn.

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