******PROFESSIONAL EXAMPLES
OF GOALS & OBJECTIVES**

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| Company Leadership |
| GOALS | OBJECTIVES |
| * Become a better mentor.
 | * Schedule monthly check-ins with your supervisees.
* Distribute quarterly questionnaires to identify the skills and information that your supervisees want most.
* Perform a 30-minute weekly review of each supervisee’s performance, and help them find useful resources and information.
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| Employees |
| GOALS | OBJECTIVES |
| * Work your way up from an assistant to a management position.
 | * 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.
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| Businesses |
| GOALS | OBJECTIVES |
| * Increase company sustainability.
 | * 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.
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| Teams |
| GOALS | OBJECTIVES |
| * Build a strong team culture.
 | * 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.
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| Project Management |
| GOALS | OBJECTIVES |
| * Deliver a successful project.
 | * Perform a comprehensive risk assessment.
* Develop a solid [project plan](https://www.smartsheet.com/content/how-to-create-project-plan).
* Secure approvals for your budget.
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| Marketing |
| GOALS | OBJECTIVES |
| * Increase brand awareness.
 | * 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.
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| Human Resources |
| GOALS | OBJECTIVES |
| * Decrease employee turnover by 15 percent in two years.
 | * 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.
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| Sales |
| GOALS | OBJECTIVES |
| * Increase annual revenue by 10 percent.
 | * 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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