

GUIDE TO DEFINE THE BUSINESS OBJECTIVES



1. Identify the mission and vision

A company's goals should always be aligned with the company's vision and mission.

2. Establish SMART goals

Correctly setting goals is key to achieving success in business projects



3. Define short and long term goals

It allows the company to have a bird's-eye view of progress and how goals connect to each other.

4. Establish priorities

Prioritizing goals help businesses focus on what's important and avoid unnecessary distractions.



5. Communicate the objectives

Effective communication of goals ensures that everyone is on the same page and working a team towards the same goal.

6. Monitor and evaluate

Monitoring and evaluating goals allows the company to make adjustments and take corrective action whenever necessary.

