**[](https://www.smartsheet.com/try-it?trp=11617&utm_source=integrated-content&utm_campaign=/content/goals-vs-objectives&utm_medium=Professional+Examples+of+Goals+and+Objectives+doc+11617&lpa=Professional+Examples+of+Goals+and+Objectives+doc+11617)****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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