

There are many different goals that the organizations set in order to reach a benchmark in the market. These goals are communicated to the employees in order to achieve them in a best way possible. The organisation must devise the goals which should be specific, clearly definable and easily attainable. The goals needs to be realistic and needs to be achieved within the stipulated period.

Strategic goals are meant to achieve the mission and vision of the company. These goals focus on the entire company and not just a specific department. Strategic goals might include the goals relating to innovation, productivity, efficiency, finances, management development, employee conduct and morale, corporate social responsibility and much more. These goals are set by the leaders of the organization and apply with everyone working within the organization.

Operational Goals impact the day to day operations in the organization. These goals are specific to certain employees or department within an organization. Operational goals focus on individual employee responsibilities and performance and have an impact on the overall position of the organization.