

What are strategic objectives? What is the purpose of strategic objectives? What makes an effective strategic objective? What are examples of strategic objectives for your organization or one with which you are familiar?

Strategic objectives are long-term goals companies use to achieve corporate growth and sustainability. Managers focus on profitability based on market shares, productivity by improving systems processes that affect the inputs and outputs of the items produced, competitive position to achieve dominance in the marketplace, employee development to increase productivity and decrease turnover, employee relations to develop employee loyalty, technological leadership to establish either innovative leadership in an industry or development of more efficient supply chain management, and attention to public responsibility which establishes a company's commitment to their customers through charitable donations, urban development, or educational contributions.

Effective strategic objectives must match the company's mission and long-term objectives. These objectives must follow five criteria in order to be attainable. This includes: flexibility, the ability to measure the objective over time, motivating, suitable to the company's objectives, and understandable so it can be implemented within the organization.

Objectives for our organization include monthly projects sponsored by school groups like the student council. One month we collect packages of socks and t-shirts for the homeless shelters in San Antonio. Another month the school sponsors a blood drive in the community. A bloodmobile parks in the lot of our school and anyone can contribute (faculty and staff included). In another month, we collect stuffed animals for the children's shelter and collect books for a program that promotes inner-city literacy. Besides these contributions, the school goes above Texas guidelines on issues of curriculum. We realize our parents expect the highest standards for their children, so we comply by providing the best education possible. All these objectives follow our philosophy statement to provide students with Catholic values as well as spiritual, intellectual, person, social, and physical challenges to create a well-rounded individual.

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The broad aims of the organization must be broken down into more specific targets. The strategic objectives are specific descriptions, targets and time frames that aid the organization in reaching long term goals. The purpose of the objectives is to create overall success for the company through the reaching of broad goals and milestones. Tactical objectives provide direct achievements and guidance to departments which aid in the objectives of the organization as a whole. Instead of having employees and managers wonder what they are trying to achieve within their departments on a daily, monthly or yearly basis, the objectives specify what is expected. In the sales department sales number or objectives are usually present, in the customer service department 100% customer satisfaction is another objective.

To remain effective all objectives should be specific, measurable, attainable, relevant, and time bound. The strategic objectives should be precise which allows employees to understand what they are working toward. Leaving interpretation open for objectives can make employees strive for different objectives or achievements. The objectives should be quantifiable so employees know when they are achieving the objectives. They must remain reachable but challenging. The objectives should be relevant toward the mission statement and have set target dates.

For me, at Verizon I remain under constant production objectives. To help meet the company's broad goals of profitability and customer service, the amount of work I perform in a given time frame helps to reach these objectives. Each year new production objectives are released. These operational objectives come from our second level management down to the first level management. While it may seem that production means for me to work faster and harder, it may also mean that the management needs to look into the supply and vendor chain so the appropriate supplies are available for the jobs. It is tough for me to reach objectives when I don't have the supplies.