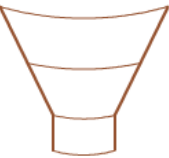
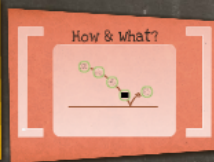
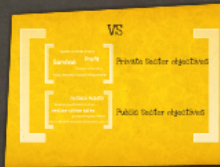
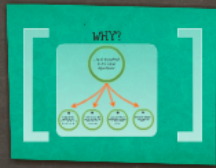


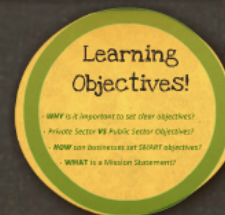
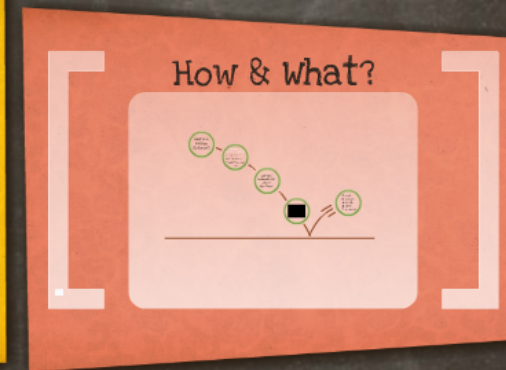
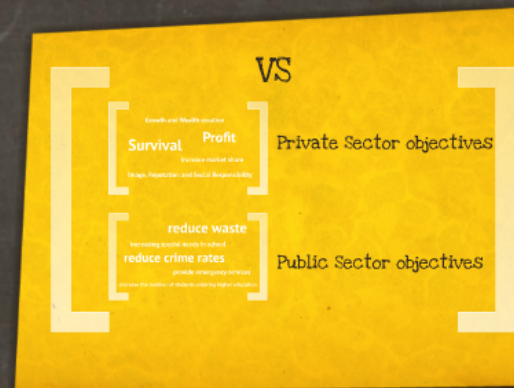
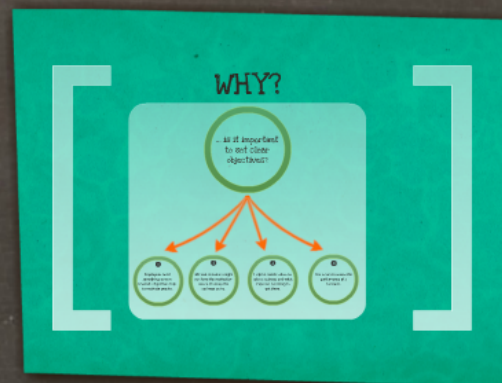
Business Objectives

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SdP



Business Objectives

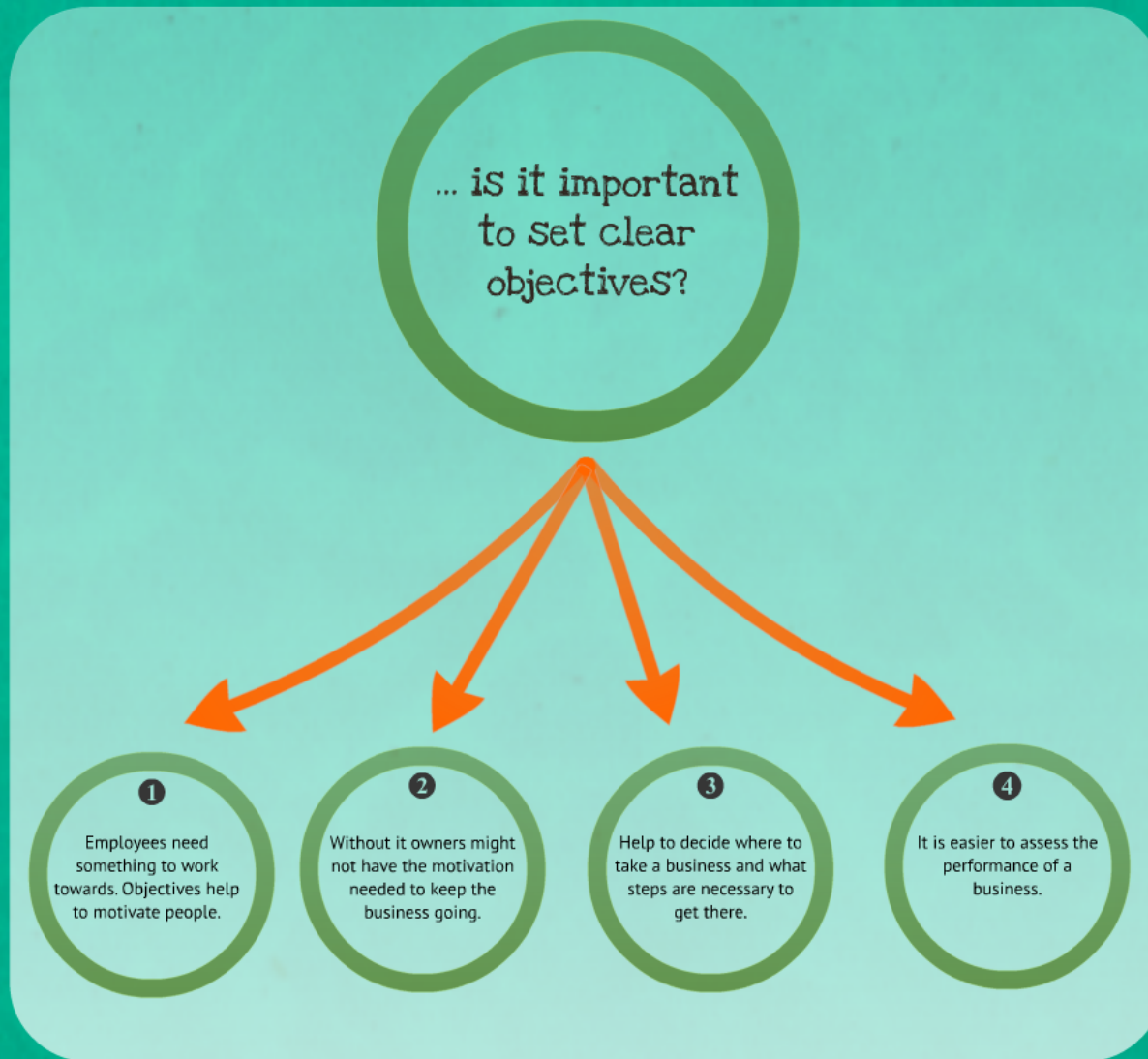
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Learning Objectives!

- **WHY** is it important to set clear objectives?
- Private Sector **VS** Public Sector Objectives?
- **HOW** can businesses set SMART objectives?
- **WHAT** is a Mission Statement?

WHY?



... is it important
to set clear
objectives?

1

Employees need something to work towards. Objectives help to motivate people.

2

Without it owners might
not have the motivation
needed to keep the
business going.

3

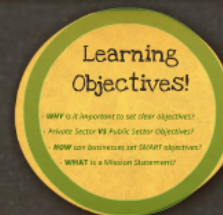
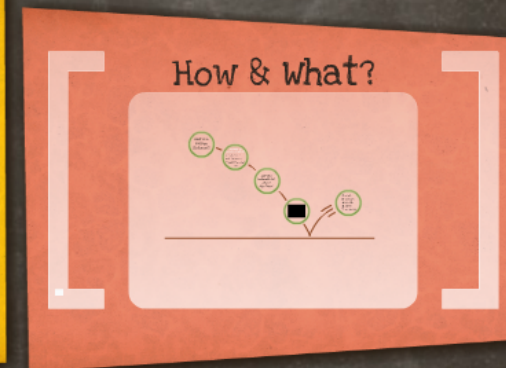
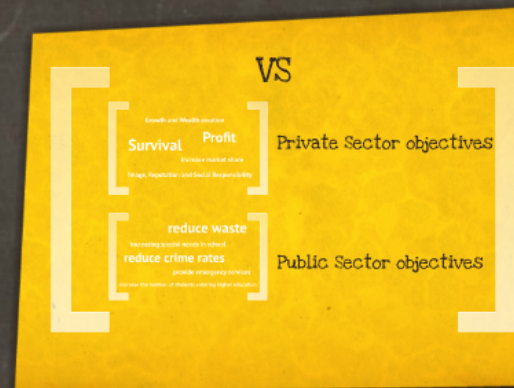
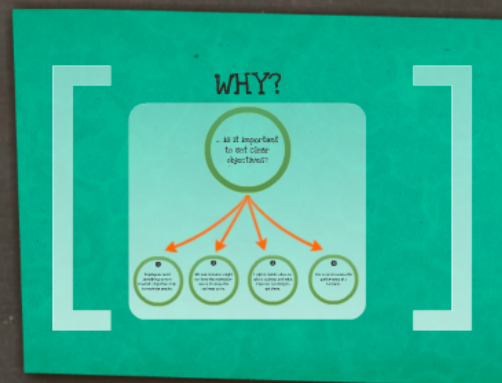
Help to decide where to
take a business and what
steps are necessary to
get there.

4

It is easier to assess the
performance of a
business.

BuSineSS Objectives

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VS

Growth and Wealth creation
Survival **Profit**
Increase market share
Image, Reputation and Social Responsibility

Private Sector objectives

reduce waste
increasing special needs in school
reduce crime rates
provide emergency services
increase the number of students entering higher education

Public Sector objectives

Private Sector objectives

Growth and Wealth creation

Survival

Profit

Increase market share

Image, Reputation and Social Responsibility

Public Sector objectives

reduce waste

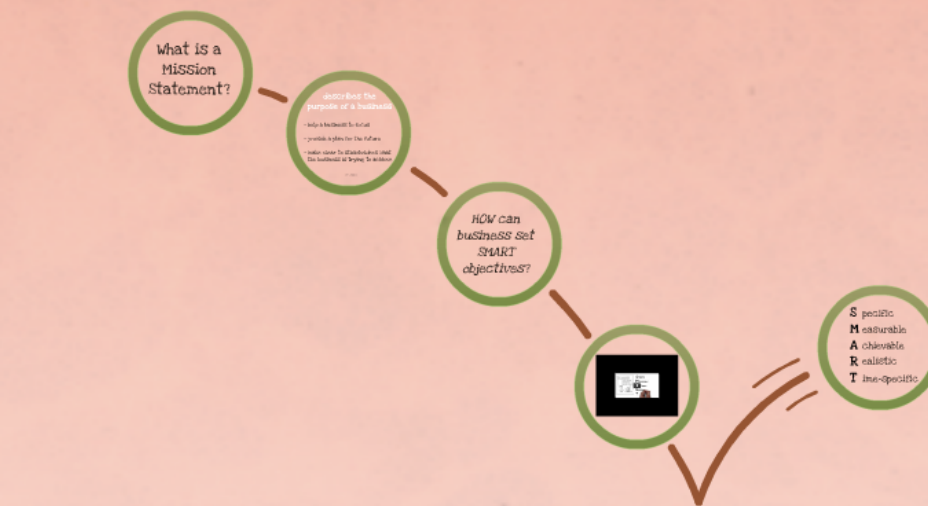
increasing special needs in school

reduce crime rates

provide emergency services

increase the number of students entering higher education

How & What?



What is a
Mission
Statement?

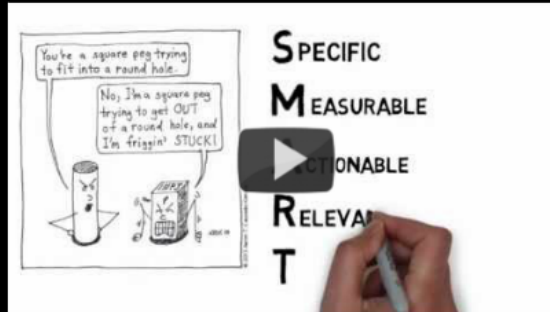
describes the purpose of a business

- help a business to focus
- provide a plan for the future
- make clear to stakeholders what the business is trying to achieve

<http://andrewedwards.com/2011/06/15/mission-statements-worlds-top-10-brands/>

[http://andreatedwards.com/2012/06/15/
mission-statements-worlds-top-10-
brands/](http://andreatedwards.com/2012/06/15/mission-statements-worlds-top-10-brands/)

*HOW can
business set
SMART
objectives?*



YouTube

S pecific

M easurable

A chievable

R ealistic

T ime-Specific



Any question?

Homework:

- Draw a mission statement for your own business;
- Give an example of a SMART objective.

Business Objectives

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