

Whether it's professional development of your employees or performance reviews, you'll need to set goals and objectives.

- A goal is an overarching principle that guides decision-making.
- Objectives are the steps that can be taken to meet the goal.
- Objectives should be specific, measurable, attainable, relevant, and time-bound.

Goal	Objectives
To increase weekly instore sales.	Plan, promote, and host one instore event per week that will realize a 10% increase in sales weekly.