

STRATEGIC OBJECTIVES

Strategic objectives give an idea of key activities (key areas of work) that are required to achieve each long-term, strategic aim. You may wish to refer back to your SWOT at this stage, to check that all factors (both internal and external) that may have a bearing on your objectives have been taken into account.

Exercise:

Consider each **long-term aim** and list up to 6 activities that will:

a) have the greatest impact;

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

b) make best use of resources;

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

c) help achieve the aim (and hence the organisation's mission).

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Strategic objectives are different than operational objectives. Operational objectives give more detailed instructions that will feed into work plans and day-to-day operations.