

GOST: STRATEGIC PLANNING



Goal: A goal is simply what you'd like to accomplish. Goals describe a desired end state.

Objectives: These should be measurable. An objective states exactly what needs to be done to achieve the goal, in what timeframe, and according to what metrics.

Strategies: HOW you are doing something. A strategy describes an approach taken to achieve a particular objective. Strategies should make explicit the assumptions about available resources and critical success factors, including people, funding, economic and market conditions, supporting technologies, and so on.

Tactics: The actual deliverables—programs, materials, presentations, etc.—the group/individual has determined will support the achievement of its goals. Tactics are the end result of all the planning steps taken prior to them.

Create at least **three (3)** goals for your organization. Make sure each goal has no more than **three (3)** objectives; objectives start with a verb such as increase, decrease, deliver, engage, etc.