



Goals, Objectives, Strategies & Tactics

GOALS

- Broad, high-level outcomes that support a collective vision
- *What we are trying to achieve?*



OBJECTIVES

- Specific, tangible and measurable implementation steps taken to attain an identified goal
- *What needs to be done to achieve the goal?*
- Should fit the following criteria:
 - **Specific.** That is, they tell how much (e.g., 10%) of what is to be achieved (e.g., what behavior of whom or what outcome) by when (e.g., by 2025)?
 - **Measurable.** Information concerning the objective can be collected, detected, or obtained.
 - **Achievable.** It is feasible to pull them off.
 - **Relevant to the mission.** Your organization has a clear understanding of how these objectives fit in with the overall vision and mission of the group.
 - **Timed.** Your organization has developed a timeline (a portion of which is made clear in the objectives) by which they will be achieved.
 - **Challenging.** They stretch the group to set its aims on significant improvements that are important to members of the community.
- Why create objectives?
 - Having benchmarks to show progress.
 - Completed objectives can serve as a marker to show members of your organization, funders, and the greater community what your initiative has accomplished.
 - Creating objectives helps your organization keep focused on initiatives most likely to have an impact.
 - Keeping members of the organization working toward the same long-term goals.

STRATEGIES

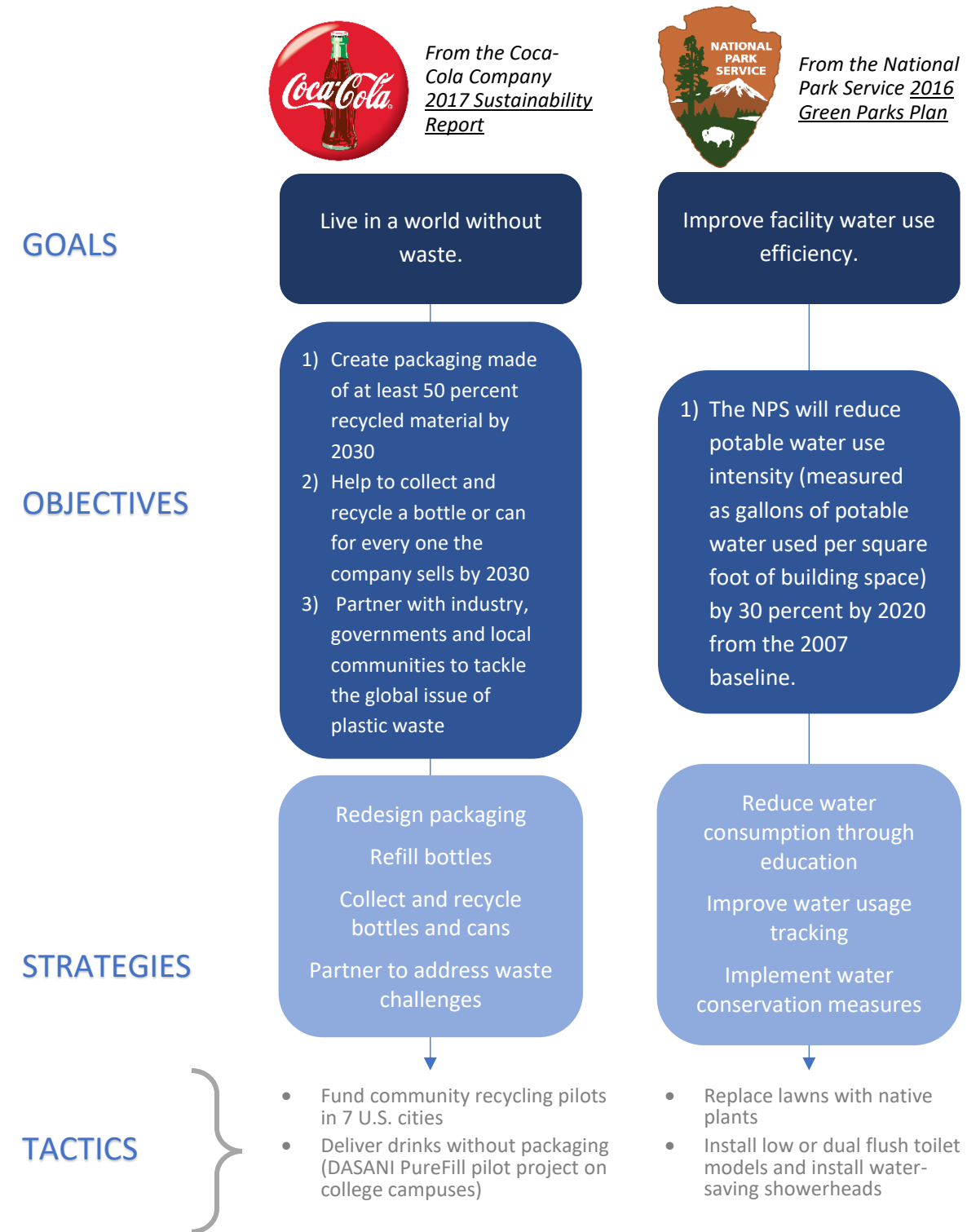
- Approaches taken to achieve an objective
- *How do we get there from here?*
- Strategies consider existing barriers and resources (e.g. people, finances, materials)

TACTICS

- Tangible tasks and action items



Examples¹



¹ The Coca-Cola Company 2017 Sustainability Report, <https://www.coca-colacompany.com/content/dam/journey/us/en/private/fileassets/pdf/2018/2017-Sustainability-Report-The-Coca-Cola-Company.pdf>
 The National Park Service 2016 Green Parks Plan, <https://www.nps.gov/subjects/sustainability/upload/NPS-Green-Parks-Plan-2016.pdf>



Forward to the Future

VISION

Working together with visitors and local communities to bring positive, sustainable change through exceptional nature-based experiences that inspire all generations.

GOALS

Anticipate changing recreation needs, demonstrate innovative management practices, and sustainably transform to meet 21st century expectations.

Restore and sustain healthy habitats to be a destination for hunting, fishing and wildlife viewing of abundant and diverse species.

Inspire youth in neighboring counties and states to connect with their natural lands and cultural heritage.

OBJECTIVES

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STRATEGIES

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TACTICS



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