

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;
- b) make best use of resources;
- c) help achieve the aim (and hence the organisation's mission).

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

