

## **Topic- DIFFERENCE BETWEEN GOALS AND OBJECTIVES**

- 1.They are broad, clear and unambiguous. Every organization has a goal that it wants to achieve. Whereas objective They are narrow and ambiguous, there can be several objectives to achieve a single goal.
2. Goals are general ideas that are based on the mission of an organization Whereas Objectives are precise and are mainly designed to achieve a goal.
3. Goals are intangible and abstract ideas that cannot be validated to analyse the future position of an organization Whereas Objectives are tangible and concrete ideas that can be validated and helps an organization to analyse and achieve its goal.
4. Goals are qualitative in nature, i.e. they define the level of performance or the position, which an organization wants to achieve Whereas Objectives are quantitative in nature, i.e. they define various steps needed to accomplish the goal of an organization.
5. Goals define different tasks that have to be achieved by an organization whereas Objectives define different actions to accomplish the tasks that are necessary to achieve the goal.