

60 EXAMPLE BUSINESS OBJECTIVES

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Economic Business Objectives



1. Increase profit margins by 5 percent by the end of the Q4.
2. Recover 50 percent of total outstanding debts from each quarter the following quarter for the next year.
3. "Increase revenue by 10 percent each year for the next five years," suggests Tyler.
4. Offer three new holiday sales events in the coming year.
5. Move 30 percent of surplus stock by the end of Q2.
6. "Reduce costs by 10 percent each year for the next five years," suggests Tyler.
7. Reduce monthly interest payments by 1.5 percent by consolidating debt.
8. Introduce a new credit payment option to expand the potential customer base.
9. Apply for six government grants by the end of the year.
10. Hire an accountant to track expenses and file the company's taxes.
11. Secure a \$100,000 loan to start a business.
12. Pitch your business ideas to a venture capital firm.
13. Improve your business credit score from 75 to 85 in two years.
14. Invest in solar panels for your company headquarters to reduce building energy costs by 75 percent.
15. Establish a monthly practice to analyze your cash flow statement.

Social Business Objectives



16. Decrease customer average customer wait times by 20 percent in two months.
17. Improve the average customer service satisfaction rating from 3.2/5 to 3.8/5 in six months through targeting trainings.
18. Hire a contract UX designer to redesign the company website interface in four months.
19. Decrease customer churn by 15 percent in one year.
20. "Triple the customer base within two years," suggests Tyler.

21. Offer 20 percent more customer discounts and specials over the course of two years.
22. Increase market share by 5 percent in three years.
23. Increase monthly sales quotas for sales associates by 10 percent.
24. Develop a sales incentive program to reward top-performing sales associates with vacations, bonuses, and other prizes.
25. Donate \$10,000 to local causes, such as public school funds or local charities.
26. Partner with a charitable organization to host a company-wide 5K.
27. Increase your marketing budget by 15 percent.
28. Hire a new marketing director by the end of Q3.
29. Donate 40 percent of surplus stock to a relevant charity.
30. Increase engagement across all social media platforms by 10 percent with a multiplatform ad campaign.

Human Business Objectives

31. Hire three new employees by the end of Q1.
32. Hire a contractor to train your IT team on new software.
33. Rewrite and distribute your company values statement.
34. Conduct a quarterly, company-wide productivity training over the next two years.
35. Establish a diversity, equity, and inclusion (DEI) committee.
36. Design and implement a mentorship program for diverse employees.
37. Create an incentive program that grants additional vacation days for all employees when company-wide productivity goals are met.
38. Offer a free monthly happy hour to improve the employee experience.
39. Select change leaders across multiple teams to provide support for a corporate reorg.
40. Start three employee resource groups (ERGs) within the next six months.
41. Diversify websites and career fairs where the hiring team recruits applicants to encourage a more diverse pool of candidates for new jobs.
42. Invest in an office redesign that improves the office atmosphere and provides more in-office resources, such as free coffee and snacks, to on-site employees.
43. Upgrade employee laptops to improve productivity and employee satisfaction.
44. Conduct a yearly, comprehensive employee experience survey to identify areas of improvement.
45. Throw office parties to celebrate change milestones.



Organic Business Objectives



46. Increase the top line by 15 percent every year for the next five years.
47. Achieve 20 percent net profit from 10 product enhancements in the next two years.
48. Decrease raw materials costs by 10 percent by the end of the year.
49. Reduce downtime by 25 percent by the end of the year.
50. Within two years, attain a rate of 25 percent new revenue from products released within the last year.
51. Improve customer acquisition ration by 10 percent every quarter for the next two years.
52. Reduce total inventory levels by 20 percent over four months.
53. Interact with at least 20 Instagram users every month for one year.
54. Have a new product launch covered by at least three reputable industry publications within two months of the launch date.
55. Grow both the top line and the bottom line by 60 percent every year for three years.
56. Reduce product defects by 15 percent every year for four years.
57. Increase on-time delivery dates for top customers by 25 percent over the span of three quarters.
58. Conduct yearly workplace safety reviews.
59. Decrease average customer wait times for responses to social media queries from 45 minutes to 15 minutes by the end of Q4.
60. Improve your company website to be on the first page of search results within six months.

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