**Business Objectives**

**12 MONTH BUSINESS OBJECTIVES**

Over the next 12 months we aim to achieve the following objectives:

**Financial Goals:**

(e.g. Turnover/Profit/Salary)

**Growth Goals:**

(e.g. Regional Expansion/ NPD/ Market Share)

**Customer Goals:**

(e.g. Acquisition / Life Time Value/ Customer Service)

**Employee Goals:**

(e.g. Numbers / Development Goals)

**Impact/Social Goals:**

**Research and Development:**

**Time:**

(e.g. Holidays/ Retirement Age/ Weekly Working Hours)

**60:40:20 Goals Formula©**

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| **GOAL TYPE** | **GOAL TYPE** | **GOAL TYPE** |
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