

Organization-Wide Goals

STRATEGIC OBJECTIVE ALIGNMENT	ORGANIZATION-WIDE GOALS	MEASURE	TARGET	START/END			
				Q1	Q2	Q3	Q4

Individual Plan

Example Goal: *Overhaul* social marketing approach to drive traffic
Action verb Specific Impact to business

Who: Sue Smith *Measured by:* Referring traffic from Facebook *FY13 Target:* 5% of traffic via social *Start/End:* Q1-Q4
Accountability Quantifiable Target Time Line

	DEPARTMENT GOAL ALIGNMENT	INDIVIDUAL GOALS	MEASURE	TARGET	START/END			
					Q1	Q2	Q3	Q4
PERFORMANCE GOALS (ALIGNED TO DEPARTMENT GOALS)								
PERFORMANCE GOALS								
PROFESSIONAL DEVELOPMENT GOALS								
PROFESSIONAL DEVELOPMENT GOALS								