

GOALS AND OBJECTIVES*

Great California Drone Debate

Goal <i>(What)</i>	Objective <i>(How)</i>
<p><i>Example:</i> <i>To increase revenue, promote competitive advantage, create new products and services and improve customer satisfaction.</i></p>	<p><i>Example:</i> <i>Company X will create two new stores—in Sacramento, CA and in Portland, OR—that will showcase a new line of outdoor apparel for women.</i></p>

*Goals are **what** you want to accomplish. Objectives are **how** you are going to accomplish those goals.