

## GOALS AND OBJECTIVES\*

Great California Drone Debate

Goal (What)	Objective (How)
<i>Example: To increase revenue, promote competitive advantage, create new products and services and improve customer satisfaction.</i>	<i>Example: 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>

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