**Strategic Goals Template[[1]](#footnote-1)**

Strategic Goals are the high-level, overarching objectives that a business sets out to achieve over a set timeframe. Strategic Goals represent the desired conditions the business has identified for itself that are critical for its future success and are most often drawn-up at the end of a strategic planning process. Based upon a comprehensive analysis of its strengths, opportunities, weaknesses, threats and environmental factors, you must derive accurate implications and a clear understanding of what your businesses need to do to move forward and compete in its market. A businesses Strategic Goals should communicate what the future direction of your business is, tied to the overall strategic objective, but also set the stage for designing the initiatives, operational activities and key performance indicators (KPIs) that are all set into motion based on accomplishing the Strategic Goals.

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| --- | --- | --- | --- | --- |
|  | **Strategic Objective :** A statement that reflects what is critical to your recovery strategy | | | |
|  | **Goal Description** | **KPIs** | **Timeframe** | **Obstacles** | |
|  | What is the strategic goal? | What will be your key performance indicators for this goal? | What is the timeframe for this goal? | What can prevent the goal from being successful? | |
| **Enter Strategic Goal #1** |  |  |  |  | |
| **Enter Strategic Goal #2** |  |  |  |  | |
| **Enter Strategic Goal #3** |  |  |  |  | |
| **Enter Strategic Goal #4** |  |  |  |  | |
| **Enter Strategic Goal #5** |  |  |  |  | |

1. [UpBoard](https://upboard.io/) [↑](#footnote-ref-1)