

Baldrige Glossary **HD**: [Goals](#)

Goals

The term “*goals*” refers to a future condition or [performance](#) level that one intends to attain. [Goals](#) can be both short and longer-term. [Goals](#) are ends that guide [actions](#). Quantitative [goals](#), frequently referred to as “targets,” include a numerical point or range. Targets might be [projections](#) based on [comparative](#) or competitive data. The term “stretch [goals](#)” refers to desired major, discontinuous (nonincremental) or “[breakthrough](#)” [improvements](#), usually in areas most critical to your organization’s future success.

[Goals](#) can serve many [purposes](#), including

- clarifying [strategic objectives](#) and [action plans](#) to indicate how you will measure success
- fostering teamwork by focusing on a common end
- encouraging “out-of-the-box” thinking to achieve a stretch [goal](#)
- providing a basis for [measuring](#) and accelerating progress

Note: [Blue](#) words above are hyperlinks to other [GLOSSARY HD](#) terms and their definitions.

I am pleased to offer the [GLOSSARY HD](#) as a no charge service to Baldrige Criteria users worldwide - [Paul Steel](#)

[Services](#) [Training](#) [Best Processes](#) [Application Prep](#) [International](#) [Seminars - Conferences](#) [EasyApp Software](#) [Templates](#) [Consulting](#) [TQI](#)

[Baldrige ACTIONABLE Criteria Link](#)



www.Baldrige21.com