Organizational Goals

In simple we can define **organizational Goals as the target or aims of the organization that the manager wants to achieve within a given time frame.** Managers should always set SMART goal ie. **Specific, Measurable, Achievable, Realistic, and Timely**. Goals provide direction and motivation to the member of the organization to get success. It helps everyone to understand where the organization is going and why getting it is important.

The nature of goals differs from organization to organization. For Example, A business enterprise wants to make a profit, increase its market share, or expand its business. Schools, colleges have the aim to provide quality education to the students (service motive goals), the financial institution has the aim to provide financial services to people. These are examples of some organizational goals.

Let's understand organizational goals with more definition;

According to Ivancevich, Donnelly, and Gibson

"Organizational goals are the broad aims which serves as guides for action and as the starting point for more specific and detailed operating objectives at lower levels in organization."
According to Moorhead and Griffin

"Organizational goals are the objectives that management seeks to achieve in pursuing the firm's purpose."

Important/Purposes of Organizational Goals

Organizational goals serve;

- **Guidance and unified direction**

Goals are the basis of the future performance of organizations Managers of organizations provide guidance and unified direction to their subordinates by considering their goals.

- **Promotes good Planning**

Goals are the basis of planning. Effective goal setting promotes good planning and good planning leads to the organization's success.

- **Goals can serves as a sources of motivation**

Specific, realistic, and challenging goals seres as sources of motivation to employees. Specific and moderately difficult goals can inspire people to work harder especially if attaining a goal is going to in rewarded. So, managers have to establish an effective reward system.

- **An effective mechanism for evaluation and control**

This means that future performance can be evaluated in terms of how successfully today's goals are accomplished. And if there is any deviation between them then take effective measures to control it.