

## Objective

Concise statement articulating a specific component of what the **strategy** must achieve/what is critical to its success. Each perspective usually contains 3-6 primary objectives that state a key aspect of the strategy to be achieved over the next 3-5 years. Objectives are best stated as action phrases (verb/object) and may include the means and/or desired results as well as the action.

Examples:

- “Increase Market Share Through Current Customers” (Financial)
- “Be Service Oriented” (Customer)
- “Achieve Order Fulfillment Excellence Through On-line Process Improvement” (Internal)
- “Align Incentives and Rewards With Employee Roles for Increased Employee Satisfaction” (Learning & Growth).

**Categories: [Definitions](#) | [Elements of a BSC](#)**