

Objectives, Goals, Strategies and Metrics

Owner

Team

Objective

≡ High-level, qualitative statement describing an organization's desired outcome.

Goal

≡ Specific, quantifiable targets that support achieving the objectives.

Strategies

≡ Key actions, approaches or initiatives to undertake to achieve the goal.

Metrics

≡ Quantitative or qualitative indicators to assess progress toward the goal.

Primary Metric

Supporting Metric

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JACK SMITH

Team

P+G GLOBAL

Objective

≡ High-level, qualitative statement describing an organization's desired outcome.

INCREASE P+G'S GLOBAL REVENUE BY 10% BY THE END OF 2021 WHILE FOCUSING STRONGLY ON SUSTAINABILITY AND SOCIAL RESPONSIBILITY.

Goal

≡ Specific, quantifiable targets that support achieving the objectives.

1. EXPAND P+G'S MARKET SHARE IN EMERGING MARKETS BY 5% BY THE END OF 2021.

Goal

≡ Specific, quantifiable targets that support achieving the objectives.

2. LAUNCH 10 NEW SUSTAINABLE AND SOCIALLY RESPONSIBLE PRODUCTS ACROSS DIFFERENT CATEGORIES

Goal

≡ Specific, quantifiable targets that support achieving the objectives.

3. INCREASE DIGITAL SALES REVENUE BY 15% BY THE END OF 2021.

Strategies

≡ Key actions, approaches or initiatives to undertake to achieve the goal.

EXPAND P+G'S MARKET SHARE IN EMERGING MARKETS IN ASIA PACIFIC - HOME CARE PRODUCT LINE

EXPAND P+G'S MARKET SHARE IN EMERGING MARKETS IN SOUTHERN AFRICA - PERSONAL HEALTH CARE.

Strategies

≡ Key actions, approaches or initiatives to undertake to achieve the goal.

RE-VITALIZE BEAUTY BUSINESS LINE - NEW SUSTAINABLE PRODUCT DEVELOPMENT

RE-IMAGINE EXISTING PRODUCTS IN THE GROOMING PRODUCT SPACE

Strategies

≡ Key actions, approaches or initiatives to undertake to achieve the goal.

DEVELOP NEW PARTNERSHIP WITH AMAZON

IMPROVE VOLUME DISCOUNT FOR ONLINE SALES WITH WALMART

FEATURED PRODUCT CATEGORY FOR TJMAX ONLINE

Metrics

≡ Quantitative or qualitative indicators to assess progress toward the goal.

Primary Metric

ASIA PACIFIC: 3% INCREASE IN MARKET SHARE EXISTING HOME CARE PRODUCTS

Supporting Metric

SOUTHERN AFRICA: CAPTURE 10% OF THE PERSONAL HEALTH CARE MARKET

Metrics

≡ Quantitative or qualitative indicators to assess progress toward the goal.

Primary Metric

10 SUCCESSFUL SUSTAINABLE PRODUCT LAUNCHES

Supporting Metric

AT LEAST 5 PRODUCT LAUNCHES ACHIEVE 10 MILLION UNITS SOLD

Metrics

≡ Quantitative or qualitative indicators to assess progress toward the goal.

Primary Metric

15% REVENUE INCREASE FROM EXISTING DIGITAL EFFORTS

Supporting Metric