

Goal vs Objective

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The [words](#) Goal and Objective are often confused with each other. They both describe things that a person may want to achieve or attain but in relative terms may mean different things. Both are desired outcomes of work done by a person but what sets them apart is the time frame, attributes [they're](#) set for and the [effect](#) they inflict.

Comparison chart

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	Goal	Objective
Meaning:	The purpose toward which an endeavor is directed.	Something that one's efforts or actions are intended to attain or accomplish; purpose; target.
Example:	I want to achieve success in the field of genetic research and do what no one has ever done.	I want to complete this thesis on genetic research by the end of this month.
Action:	Generic action, or better still, an outcome toward which we strive	Specific action - the objective supports attainment of the associated goal.
Measure:	Goals may not be strictly measurable or tangible.	Must be measurable and tangible.
Time frame:	Longer term	Mid to short term