

# MISSION, OBJECTIVE, STRATEGY, TACTIC, KPI

## WHAT'S THE DIFFERENCE?

	<b>MISSION</b> What?	Why the company exists. This element is transversal and perennial	Example: Improve the quality of life of children around the world
	<b>GOAL</b> Where to?	What you hope to accomplish this year.	Example: Increase donations
	<b>OBJECTIVE</b> Where to?	The goal, using <u>S.M.A.R.T.*</u> criteria	Example: Increase donations by 20% in one year
	<b>KPI</b> How much?	The key indicators for measuring the success of your objectives.	Example: \$ donations compared to last year
	<b>STRATEGY</b> How?	How will you achieve your objective?	Example: Improve the customer experience
	<b>TACTIC</b> What?	The concrete, the implementation, the action!	Example: A/B test the donation page of the website
	<b>METRIC</b> How much?	Indicators to measure the success of your tactics	Example: Conversion rate increase

\*S.pecific, M.easurable, A.ctionable, R.ealistic, T.imely; [https://en.wikipedia.org/wiki/SMART\\_criteria](https://en.wikipedia.org/wiki/SMART_criteria)  
Icons source : <http://www.flaticon.com/>