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|  |  |  | GOAL: | Goal description goes here | | | | | | | | | |  |  |  |  |  |  |
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|  |  |  | **Specific** about the approach. What? Where? Who? Why? | | | **Measure** the progress and performance. | | | **Accomplishing** the objective requires skills, tools and resources. | | | **Relevant** goals make sense. | | | **Time bounding** is necessary to define the task in full. | | |  |  |
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|  |  |  | OBJECTIVES & ACTION STEPS | | | SUCCESS MEASURES | | | TOOLS & RESOURCES | | | RELEVANT TO COMPANY | | | TIME FRAME & MILESTONES | | |  |  |
|  |  | **1** | Generate greater number of leads for sales team by launching blog on our website | | | Monthly leads increase 3% | | | Freelancer for blog writing. IT department for blog design and functionalities. | | | Blog leads convert to customers | | | Monthly checks | | |  |  |
|  |  | **2** |  | | |  | | |  | | |  | | |  | | |  |  |
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|  |  |  | **Prepared by:** | | Gilbert Foster | | |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | [Templatelab.com](http://templatelab.com/) | | |  |  |