

## Using aims and objectives to create a business strategy

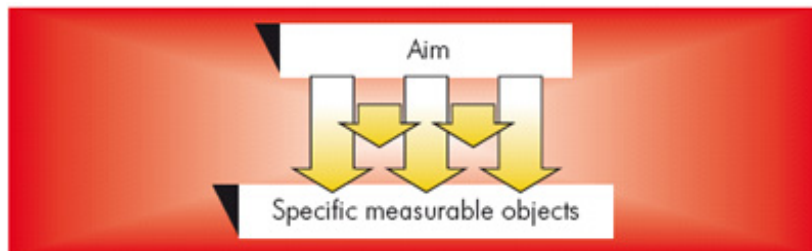
### Creating business objectives

Having set an aim, managers make plans which include the right actions. These ensure that the aim is met.

*For an aim to be successful, it must be supported by specific business objectives that can be measured.*

Each of the objectives set for Kellogg was designed to contribute to a specified aim. Kellogg's objectives were to:

- \* encourage and support physical activity among all sectors of the population
- \* use resources to sponsor activities and run physical activity focused community programmes for its consumers and the public in general
- \* increase the association between Kellogg and physical activity
- \* use the cereal packs to communicate the 'balance' message to consumers
- \* introduce food labelling that would enable consumers to make decisions about the right balance of food.



### SMART objectives

Well-constructed objectives are SMART objectives. They must be:

- \* Specific
- \* Measurable
- \* Achievable or Agreed
- \* Realistic
- \* Time-related.

Each of the objectives set by Kellogg was clear, specific and measurable.

This meant Kellogg would know whether each objective had been achieved. The objectives were considered to be achievable and were communicated to all staff. This made sure that all staff agreed to follow certain actions to achieve the stated aims. The objectives were set over a realistic time-period of three years.

By setting these objectives Kellogg set a direction that would take the business to where it wanted to be three years into the future.