



CHRISTINE BREET  
COMMUNICATION

# Strategic

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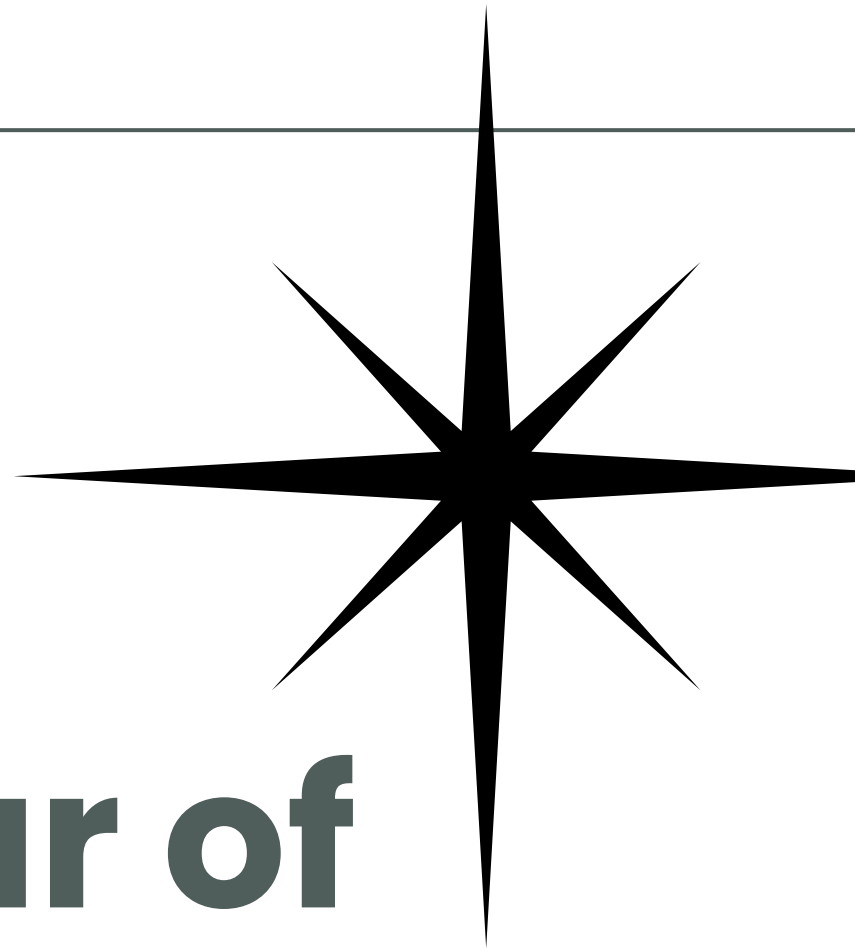
Goals,  
objectives  
and business  
impact

**Need to know**





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# The North Star of strategic comms

In the realm of strategic communication, goals, objectives, and measurement are the North Star guiding our efforts towards success



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# Goals



Goals serve as the guiding light, illustrating the vision of our aspirations.

They offer us a sense of purpose and establish the foundation for our communication strategies.





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# Objectives

Objectives break down these goals into tangible, actionable steps.

They serve as milestones along the journey, helping us track progress and adjust our course as needed.





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# Measurement

Measurement acts as the compass guiding us to stay on course and make well-informed decisions.

Analysing data and assessing key metrics provide us with valuable insights into the effectiveness of our strategies and areas needing improvement.





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# Business impact

Incorporating clear goals, SMART objectives, and robust measurement mechanisms into our strategic communication efforts is essential for driving meaningful outcomes and maximizing impact.





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# Eyes on the prize

Let's stay focused on our goals and use these core elements to create engaging stories and nurture genuine relationships.

