

Real World Action: Defining Service Objectives

What are Entrepreneurs Expected to Do?



1. Measurable business *goal*:

- Increase widget sales 8% by Q 4



2. Real world *actions* entrepreneurs do to reach the business goal

- Define and share service objectives in their companies



3. Realistic *activities* to practice the actions

- Explain service objectives to staff
- Identify company service objectives
- Integrate service objectives into a project plan