

Responsibilities vs. Goals

Responsibilities:

- Responsibilities are high level, key functions of your job.
- They are on-going duties that you are continually held accountable for.
- They are stagnant, unless you change jobs.
- Responsibilities are outcome based and do not require quantification or a specific deadline.

Ask Yourself: What was I hired to do? or What does the company need me to do?

Examples:

- Identify opportunities to innovate and grow the brand.
- Ensure global brand consistency in all deliverables.

Goals:

- Goals represent how you are involved in contributing to and achieving the company's initiatives.
- They are concrete, specific and measurable.
- They are written so that everyone understands your unique contributions to the company's initiatives.

Ask Yourself: What do you want to accomplish in support of the company's initiatives?

Examples:

- Increase marketing newsletter subscriptions and readership by 20%.
- Redesign and release a new product catalog by Q3.