



Strategic Objectives

Following are some examples of vision-driven strategic objectives.

Markets and customers

- 10 percent deeper penetration into major accounts by year-end.
- 15 percent revenue growth within this business cycle.

Products and services

- Develop a medical marketing plan to support the launch of our new compound in a way that optimizes organizational resources, while minimizing organizational risk. Accordingly, the plan will leverage existing organizational infrastructure and talent and utilize select external industry agencies, while staying within controlled fiscal constraints to drive to a business model that becomes operationally profitable within a 24-month period from the time of product launch.
- Advance at least two new drug candidates from research to development within this business cycle.

Business processes

- 10 percent reduction in manufacturing costs in each of the next three business cycles.
- 15 percent return on net assets by year-end.

People and reward systems

- Ensure the organization is attracting staff through competitive and cost-effective marketplace recruiting, compensation, and benefits practices by the end of this business cycle.
- Make the organization readily identifiable as an employer of choice within this business cycle.

Structure and facilities

- Provide appropriate and responsive organizational support through the management and coordination of all physical office space expansion and consolidation efforts within identified budgets and timelines.



Technologies

- Identify and procure information and data resources, programs, and services to meet all internal customer and business needs and maintain pace with the anticipated growth of our infrastructure over the next 24 months.