

Past organization



I used to work for an organization called Cingular Wireless. Cingular wireless is a retail store in New Jersey. We sell cellular phones of all make and sizes. We also sell PCs and laptops of various brands from all over the world. We order bulk purchases from our suppliers all over and retail these items. The singular aim of Cingular Wireless is to make cellular communication gadgets available to all at the most affordable prices. Every business organization has a reason for existing, and it exists to achieve certain aims and objectives it sets for itself.

Management theories teach that the goals of an organization must be within a certain framework. And this framework serves as a measurement for achieving those goals. The characteristics of goal setting fall within the SMART framework. SMART stands specific, measurable, achievable, realistic and time bound. All it says is that a goal must be specific in order for the organization to properly focus on its achievement. A specific goal is relatively easy to achieve. The goal must also be measurable in terms of quantity or quality.

It should have some evidence as proof that this has been achieved. An organizational goal must also be achievable and realistic. Some goals are really impossible to achieve and therefore very unrealistic. The organization must take into account what it will require in order to be able to achieve that goal. If it does not have what it takes and can't also get it from somewhere then it really is an impossible goal. The goal must also be time bound so that there is that urgency to meet the deadline and see its fulfillment.