KK01 — Goals and objectives of medium and large organisations

Cyber Security · Comprehensive exam study guide

Security decisions exist to protect an organisation's **goals** (broad, long-term aims) and **objectives** (specific, measurable steps toward them). Know the difference and give examples relevant to data/software.

Goals vs objectives

Term	Meaning	Example
Goal	A broad, long-term aim of the organisation.	'Be the most trusted provider in our market.'
Objective	A specific, measurable, time-bound step toward a goal.	'Reduce data breaches to zero this year.'

Why this matters for security

Medium and large organisations hold large amounts of valuable data and must meet legal obligations. Common goals include protecting reputation, maintaining customer trust, ensuring continuity, and complying with the law. Secure software development supports all of these — a breach can undermine every organisational goal at once.

REMEMBER
Goal = broad direction; objective = specific, measurable target. Objectives are how goals are achieved and tracked.

Key definitions to memorise

Goal	A broad, long-term aim an organisation works toward.
Objective	A specific, measurable, time-bound target that helps achieve a goal.

Exam technique

EXAM TIP
• If asked to distinguish, stress measurable/specific (objective) vs broad/long-term (goal).
• Link security to protecting reputation, trust, continuity and legal compliance.

COMMON MISTAKES
• Using 'goal' and 'objective' interchangeably.
• Giving a vague objective that isn't measurable.

Quick revision checklist

- I can distinguish a goal from an objective with examples.
- I can explain why secure development supports organisational goals.

Exam practice — questions & model answers

Q1. Distinguish between an organisational goal and an objective.

Distinguish · 2 marks

Model answer

• A goal is a broad, long-term aim (1);
• an objective is a specific, measurable, time-bound target that helps achieve a goal (1).

Q2. Explain how a data breach could threaten the goals of a large organisation.

Explain · 2 marks

Model answer

• A breach can damage reputation and customer trust and breach legal obligations (1),
• undermining goals such as growth, continuity and compliance (1).