



**THE TIMES 100**

**BUSINESS CASE STUDIES**

## Teacher guide

### Aims and objectives - NATS

#### Where does the lesson fit?

This session would fit in an Objectives and Strategy module. It could be following by a session on strategy and tactics so students can see how the aims, objectives and vision can be achieved in a business.



#### Suggested resources & activities related to aims and objectives and NATS:

- Full NATS case study
- Aims and objectives PowerPoint
- Strategy and tactics lesson resources
- NATS crossword
- NATS word search

#### Suggested timings for the session

10 mins	Starter e.g. NATS word search
5 mins	Use the Aims and objectives PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
20 mins	Task – gallery activity
10 mins	What have you learned?

#### Answers to questions

1. What is an organisation's vision?  
A vision is a motivating summary of what an organisation hopes to achieve. It links the objectives with the core values of the business.
2. Describe business aims, giving examples from the case study.  
Aims are the things that a business wants to achieve in the long term. NATS aims include:
  - Continuous growth for the business
  - Reducing safety risks across the business
  - Engaging with and focusing on its customers' needs
  - Increasing efficiency and effectiveness of internal operations
  - Reducing carbon emissions



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3. Explain what is meant by a SMART objective, again giving examples from the study.

An objective is a short to medium term target that help a business to achieve its aims. SMART objectives are:

- Specific
- Measurable
- Agreed
- Relevant
- Time-related

An example of a SMART objective for NATS is “*To reduce the level of safety risk across the business by 40% over a period of four years*”

4. Analyse the importance for businesses of having aims and objectives.

Aims and objectives allow a business to:

- know what they are working towards
- motivate workers to achieve certain goals
- provide a measure against which success can be measured
- put strategies in place.

### **What have you learned?**

Expected learning is likely to include:

- Definitions and importance of aims and objectives
- Examples of aims and objectives
- The meaning of SMART objectives
- Understanding of the relationship between aims and objectives