Some examples of what a strategic objective may be:

- To own and ensure delivery of Strategic theme A -Action number 7 (named) from the DMU Athena Swan Action Plan, by May 2014
- To set up and lead a review of DMU's risk strategy, (*responding to X*); and to produce a paper for Executive Board consideration no later than June 2014
- Increase the university's annual research income by 10% from 2012/13 figures, by the end of academic year 2013/14. Results will be assessed at end of year August 2014

Some examples of local objectives may be:

- By July 2014 to have produced a set of recommendations for responding to identified departmental administration requirements, for consideration at Faculty Executive in August 2014
- Increase the Faculty's annual research income by 10% from 2012/13 figures, by the end of academic year 2013/14. Results will be assessed at end of year August 2014
- To lead on the development and submission of a collaborative Research Council bid (with named partners) for submission to the April 2014 (named) theme