Example #1 of Cascading Goals to a Work Unit

**DOC Strategic Goal 1:**

Provide the information and tools to maximize U.S. competitiveness and enable economic growth for American industries, workers, and consumers.

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**International Trade Administration (ITA) goal**:

Advance U.S. competitiveness in the global marketplace.

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**Manufacturing and Services program unit goal**:

Support U.S. industry’s global competitiveness through critical analysis of domestic regulations, legislation, and trade policy.

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**Deputy Assistant Secretary for Industry Analysis sub-unit SES goal:**

Reduce the impact of proposed and existing policies and regulations on U.S. industry through analysis of regulations and other proposed policies.

**Individual Critical Element:**

Monitor Regulations and Proposed Policy on U.S. Industry