



Writing Goals & Objectives

What is a goal?

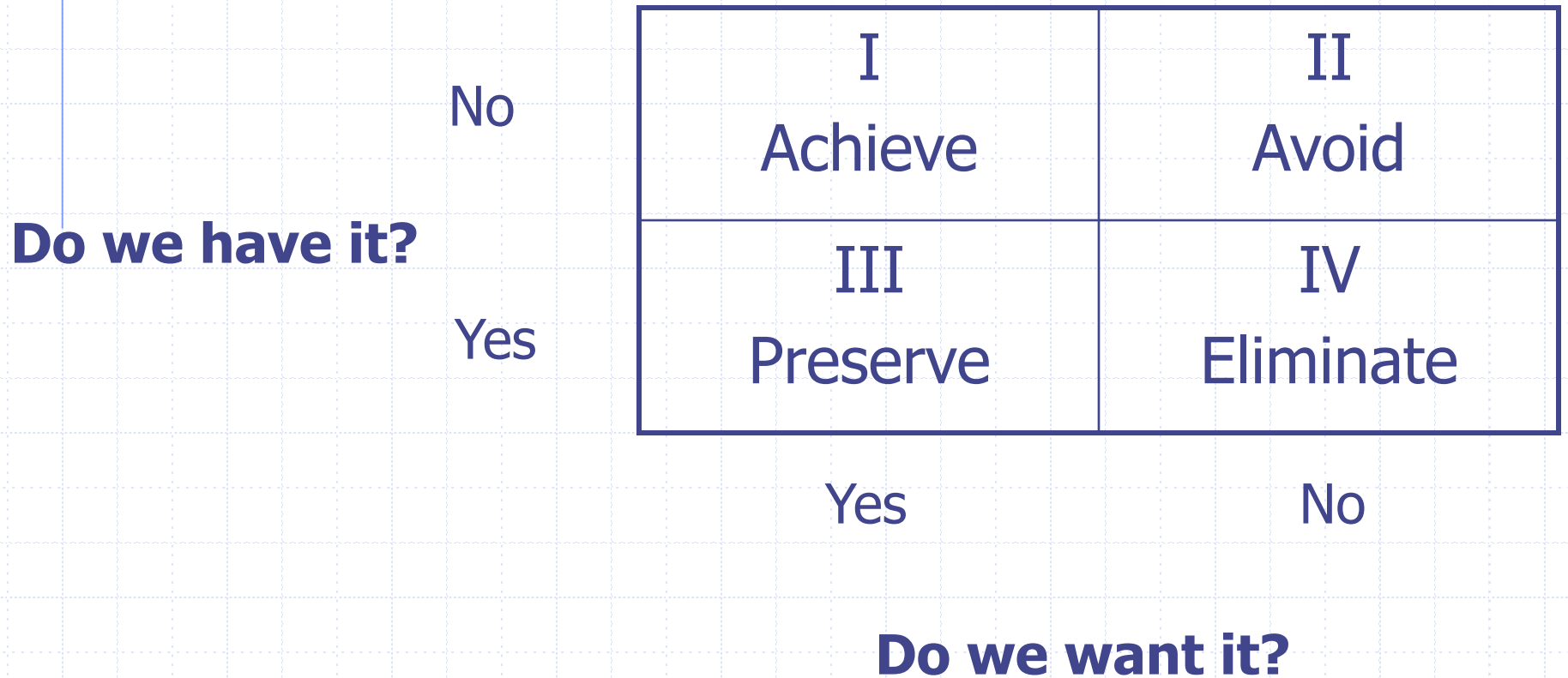
- ◆ General statement that describes future expected outcomes or states.
- ◆ Provides direction & focuses on ends rather than means
- ◆ Best when categorized around major problems & built on strengths
- ◆ Example:

How to begin setting goals?

◆ Ask the following questions:

- What do you want that you don't have?
(Achieve)
- What do you want that you already have?
(Preserve)
- What don't you have that you don't want?
(Avoid)
- What do you have now that you don't want?
(Eliminate)

Goals Grid



What does Goals Grid do?

- ◆ Is a useful tool in achieving goal clarity, particularly in complex situations
- ◆ Prompts us to think about our goals & objectives in an organized fashion & from different perspectives
- ◆ Is particularly helpful in growing and large organizations where everything affects everything else

What is an objective?

- ◆ Statements of action that outline how a goal will be met; is an endpoint
- ◆ Must be specific (what,when), measurable (how much), describe what is desirable (suitable & appropriate), obtainable (realistic)
- ◆ Example – Patient will fall asleep within 30 minutes of going within 3 days.

Endpoint or process words?

◆ Develop

◆ Demonstrate

◆ Improve

◆ Increase

Is objective a SMART objective?

S	Specific	Is it clear in terms of what, how, when & where the situation will be changed?
M	Measurable	Are the targets measurable (e.g., what amount, how many times, how many things)?
A	Area-specific	Does the objective delineate an area or population (sales, employees, revenue)?
R	Realistic & results focused	Can the level of involvement & change reflected in the objective be met?
T	Time-limited	Does it reflect a time period for accomplishment (quarterly, daily, weekly monthly)?

Evaluating an Objective – Balloon Activity

- ◆ Divide participants into groups of 4-5 members each.
- ◆ Provide a number of small inflated balloons to each group.
- ◆ Each group is given the instruction to have one member keep as many balloons in the air as possible for a period of 1 minute. Other members serve as observers & count the number of balloons kept in the air. Have members rotate doing the activity as time permits.
- ◆ Then the group is given the instruction to have one member keep all the balloons in the air for a period of 1 minute. The other members serve as observers. Have members rotate doing the activity as time permits.
- ◆ The group answers the following questions about the activity.

Questions

1. Was the goal of keeping “as many balloons as you can in the air SMART?”
2. Was the goal of keeping “All balloons in the air” SMART?
3. What happens when a goal is vague?
4. What can occur if the goal is not attainable?
5. What could have been done differently to make this more effective?
6. What do the balloons represent?
7. How is this similar or different to goal setting in this organization?