

Any event or activity related to your project should set out to achieve established goals and objectives. Goals and objectives help flesh out the expectations of your activity. A goal is the guiding statement that clarifies the direction and focus of an activity. With your goal(s) identified, you can then develop objectives, which are the steps needed to reach your goal(s).

STEP ONE:

Setting goals and objectives is a collaborative exercise. This process aids in strategic planning, allows for evaluation, and creates a performance reference point that can enhance your case for support and build trust among your stakeholders and the public. Team members and directors should brainstorm goals for the program/project/event.

STEP TWO:

Review if the resulting goals are “SMART”:

- Specific
- Measurable
- Achievable
- Realistic, and
- Time-bound

STEP THREE:

Determine if the goals are short term or long term and design objectives based on the timeline of goals.

STEP FOUR:

Use your SMART goals to determine “SMART” objectives. Both goals and objectives can be SMART and categorized as short-term, intermediate, or long-term in scope. Objectives can further be broken into Process Objectives, focusing on related activities, and Outcome Objectives, referencing intended results.

STEP FIVE:

Take a moment and identify the specific, measurable, achievable, realistic, and time-bound elements of each.

STEP SIX:

Use an Action Plan to track the goals and completion of objectives. Reevaluate goals and objectives as you move through your program/project/event to better align achievability.