



DEVELOPING GOALS

- Objectives**
- to clarify use of the words: "goals" and "objectives"
 - to define goals
 - to develop goal statements derived from vision
- Time it takes**
- 30 minutes
- What you Need**
- overhead or flipchart sheet: "Vision..Goals..Objectives"
 - flipchart and markers
 - handout: "From Vision to Goals"
- How it's Done**
1. Refer to overhead or flipchart sheet and review definitions. Clarify the use of the words "goal" (long-term, general, desired results) and "objective" (specific outcome) terminology in this context.
 2. Advise participants that now we need to change our visions into goals: to rewrite our picture in terms of the desired results. Refer to the definition of goals on the handout. Provide an example: *e.g. "I see a large meeting with many new members from different parts of our community" becomes: "to build a strong organization representative of women across our community" or "I see-young girls and women learning together in a room of their own near the market" becomes: "to provide educational services addressing unmet needs of girls and women."*
 3. Regroup participants into small organizational groups. Distribute the handout "From Vision to Goals". Request groups to fill in their chosen vision, brainstorm and develop one goal related to the vision beginning with "to..". Ask them to "check" their goal against organizational purpose, analysis and needs. Advise them that one vision often leads to several goals; however, in the workshop we will focus on one. Allow fifteen minutes.
 4. In plenary, have groups share and record group goal statements.
- Variations**
- To reduce time, only display statements on wall and move on to objectives
 - Use the units Developing Goals and Developing Objectives together, having each group work on developing one goal and one objective in one activity session.

VISION: A picture of where and what we want to be in the future.

It reflects both our purpose and goals.

GOALS: The desired results we seek, expressed in general terms. They are long-term, open-ended, and never "finally" achieved.

Getting close to these goals takes us towards our vision.

OBJECTIVES: Specific and concrete outcomes to reach in moving towards our goals.

Milestones or markers in the never ending pursuit of goals

From Vision to Goals

Directions:

1. Fill in your chosen vision.
2. Brainstorm, choose and develop one goal related to the vision, beginning with "to.."
3. Check it against organizational purpose, analysis and needs.
4. In about 15 minutes we will share and record goals.

1. Chosen Vision: I see...

2. Brainstorm:

3. Selection and goal statement:

Definitions:

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OBJECTIVES: Specific and concrete outcomes to reach in moving towards our goals.

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