

# Setting Goals and Objectives

## Overview

- The importance of setting goals & objectives
- Definition of a goal
- Characteristics of goals
- Definition of an objective
- Characteristics of objectives
- Setting effective objectives and goals

# Setting Goals and Objectives

Goals and objectives provide the framework that makes achievement possible.

# Setting Goals and Objectives

## The importance of setting goals & objectives

- Goals share vision
- Setting goals and publicizing them communicates your vision
- Goals motivate members toward achievement
- Goals and objectives provide a roadmap to success

# Setting Goals and Objectives

## Definition of a goal

- ⦿ A goal is a broad-scoped end -- the desired result
- An end result to reach for
- A dream with a deadline
- ⦿ Goals are generally strategic in nature

# Setting Goals and Objectives

## Characteristics of goals “SMAC”

- Specific (understandable)
- Measurable (know when it's done)
- Achievable (within capabilities)
- Compatible (fits CAP's mission and wing goals)
- Examples/non-example

# Setting Goals and Objectives

## Definition of an objective

- An objective is an action step intended to reach a goal
- Objectives are tactical

# Setting Goals and Objectives

## Questions to ask

- Does the goal still fit the mission?
- Have goals changed?
- Has the objective met the goal?

# Setting Goals and Objectives

## Characteristics of objectives

- Specific (understandable)
- Measurable (know when it's done)
- Achievable (within capabilities)
- Compatible (with the goal the objective supports)
- Examples/Non-example

# Setting Goals and Objectives

## Setting effective goals and objectives

- Formatting a goal
- Formulating objectives
- Periodic maintenance and follow-up

# Setting Goals and Objectives

## Exercise

# Setting Goals and Objectives

## Summary

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## Questions & Answers