

## **DEVELOPING GOALS AND OBJECTIVES: A PROCESS EXERCISE FOR VIOLENCE AGAINST WOMEN COORDINATION INITIATIVES**

### **GOALS:**

- are developed to answer the question “what is the desired future state of our work together?”
- are broad statements about a long-term desired outcome that may, or may not be completely obtainable
- seek to eliminate or reduce problems
- should specify the condition to be altered and the target population

### **OBJECTIVES:**

- are derived from goals and provide a link between strategic planning and programming
- are measurable outcomes that will be achieved in a specific timeframe to help accomplish the desired goal

This Four Step process will guide a group to develop goals and attainable objectives that will address safety and accountability within the local response to violence against women and children.

### **Step 1:**

In this process of building goals for a Violence Against Women (VAW) Initiative we start with the “purpose” or mission statement. A VAW initiative should complete their Mission Statement before developing goals. (See CCWS Building a Mission Statement Exercise at <http://www.endingviolence.org/node/337>)

The first step is to insert your existing Mission Statement

#### **Sample Mission Statement**

- The purpose of the Liberty Region Violence Against Women Coordination Committee is to ensure women’s safety and well-being through cross-sector collaboration and education, and collaborative safety planning



- We are committed to an evolutionary process that is inclusive, holistic and honours diversity.

Insert local Mission Statement here:

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**Step 2.**

A. Identify the “purpose” words in the Mission Statement, i.e. ensure women’s safety, education collaboration, and list them here:

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B. Consider these words and find agreement on the words you will use to write the goals.

C. For each word, construct a statement that represents a goal of the group.

- Goal statements usually begin with “To”

**EXAMPLE**

***The Goals of the Liberty Region Coordination Initiative are:***

- ***To collaborate in improving supports and protection for women and their children***

Insert your goals here:

Goal \_\_\_\_\_

Goal \_\_\_\_\_

Goal \_\_\_\_\_



### Step 3.

Using each of your goals, develop the objectives that will move you closer to achieving the goal.

#### Remember:

Objectives are statements that focus on outcomes. They should follow these SMART rules:

- **\_Specific**
- **\_Measurable**
- **\_Attainable**
- **\_Realistic**
- **\_Time-framed.**

#### **Specific**

Your objectives must be specific. This means that you must point out with clarity and detail exactly what it is that you would like to achieve. The more detail the better.

#### **Measurable**

Your objectives must be measurable. Spend time to develop a process that you will use to measure your progress towards the attainment of your objectives.

#### **Attainable**

Your objectives must be attainable. Essentially you must believe that you can achieve them.

#### **Realistic**

They must be realistic. This means that logically - given time, money, resources and level of skill - that you will be able to achieve them successfully.

#### **Time-framed**

You must set a deadline for the achievement of your objectives.

#### Example:

Goal: *To collaborate in improving supports and protection for women and their children*

#### Objectives:

1. Have members educate each other on their current mandated response, role and responsibilities
2. Educate all members about the dynamics and impact of relationship and sexual violence
3. "Map" the current response through the use of case studies
4. Identify fragmentation
5. Create plan of action for addressing fragmentation gaps

Goal \_\_\_\_\_

Objective: \_\_\_\_\_

Objective: \_\_\_\_\_



Goal \_\_\_\_\_

Objective: \_\_\_\_\_

Objective: \_\_\_\_\_

Goal \_\_\_\_\_

Objective: \_\_\_\_\_

Objective: \_\_\_\_\_

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Online resources used for this process exercise:

[sanctuaries.noaa.gov/jointplan/cb\\_gf\\_docs/2\\_5\\_sample\\_goals.pdf](http://sanctuaries.noaa.gov/jointplan/cb_gf_docs/2_5_sample_goals.pdf)

[cancercontrol.cancer.gov/use\\_what.../Module\\_3\\_Handout\\_2.pdf](http://cancercontrol.cancer.gov/use_what.../Module_3_Handout_2.pdf)

Keys to SMART Goal setting

<http://blog.iqmatrix.com/mind-map/smart-goal-setting-mind-map>

Prevention by Design, Working together for Effective Outcomes, Developing Goals and Objectives, Tips 9/14/2006

See also:

The Fifth Discipline Field Book, Senge P., et al. 1994