

Strategic Planning Terms, Definitions and Probing Questions

	Definition	Probing Questions
GOAL	<ul style="list-style-type: none"> • A goal is a broadly stated, non-measurable change in a priority. • It describes in broad terms a desired outcome of the planning initiative. • Characteristics of Goals <ul style="list-style-type: none"> – Global in nature; provide general direction – Non-specific – Non-measurable; cannot be quantified – Long-term – Can be lofty and idealistic, as it is not necessary that a goal be reached during a specific time frame 	<ol style="list-style-type: none"> a. What is the desired state or outcome for this priority area? b. What are we trying to achieve for our region/organization/ team? c. What do we need to do in this priority area to significantly change the current state and move toward a desired state?
OBJECTIVES	<ul style="list-style-type: none"> • Objectives state how much of what you hope to accomplish and by when; usually start with INCREASE, DECREASE, ENHANCE, IMPROVE... • Are SMART: <ul style="list-style-type: none"> <u>Specific</u>: does it clearly state what will be achieved? <u>Measurable</u>: is it measurable? How will I know when it is accomplished? <u>Achievable</u>: is it action-oriented and attainable? <u>Realistic</u>: is it realistic with the resources you have? <u>Time-bound</u>: when will it be achieved? <p style="margin-left: 40px;">GOALS and OBJECTIVES describe the “WHAT” of your plan. GOALS are broad and OBJECTIVES lend specificity and precision to the goal.</p>	<ol style="list-style-type: none"> a. What do we mean by this goal area? How would we break it down into its three most important parts? Or what are the three biggest ideas that feed into this goal statement? b. Sometimes it helps to literally break the goal statement out into clauses and ask: What do we mean by this clause? What are we trying to achieve here?
SUCCESS MEASURES	<ul style="list-style-type: none"> • Measure(s) of progress or completion of a goal or objective. These measures ultimately let your team know if the goal or objective was successful in impacting the priority. 	
STRATEGIES	<ul style="list-style-type: none"> • Strategies are: <ul style="list-style-type: none"> – Specific ways to meet each of the objectives – An approach to getting things done – a statement of HOW an objective will be achieved – Something that identifies the general direction of the specific action steps • Strategies begin with words such as “identify,” “advocate for,” “support,” “develop,” “train” and “educate.” 	<ol style="list-style-type: none"> a. What do we need to do to achieve this goal and objective? b. Will these strategies, when combined, fulfill our objective and goal?