

Group Goals: Why Do You Need Them?

Every organization needs to have something for which to strive. Setting goals is an important first step for any group to work on together. Involving members in this process gives them ownership of the decisions to be made.

A Goal is

- a desired future condition
- long range in time frame
- broad in focus
- expressed in either quantitative or qualitative terms

Writing Goals

1. Focus on an identifiable target result.
2. Be time-limited.
3. Be measurable, tangible, or verifiable.
4. Be challenging.
5. Be realistic and attainable.
6. Be relevant and important.

An Action Plan is

- a list of specific tasks
- a specific deadline for completion
- always obvious when each task has or hasn't been accomplished
- always shows who will accomplish each task

Writing an Action Plan

1. Specify the action to be taken.
2. Include assignment of the action to a particular person or of specific parts of the task to particular persons.
3. Be time limited.
4. Be measurable, tangible, and verifiable.
5. Be realistic and attainable.
6. Provide a method of follow-up.

“Have realistic expectations and set attainable goals. Reaching intermittent, moderate goals is certainly more rewarding and enjoyable than floundering amid unrealistic expectations.”

-- Leonard Finkel