

# A crib sheet for brainstorming program objectives

Developing achievable, effective program objectives (a.k.a. “management outcomes”) is a vital step in designing a change program. Objectives are your chosen interventions in the system that maintains a problem.

However, instead of analysing the system of factors that cause the problem, it’s more effective (and far more motivating) to analyse the system of factors that could cause improvement.

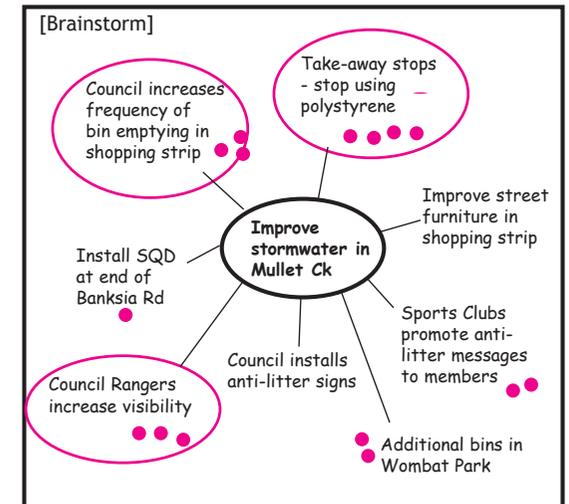
This crib sheet is a list of generic improvement factors. Its function is to give participants in strategic planning exercises a wide palette of potential objectives to consider (so that educators don’t just write

“increased awareness”, and engineers “build things” and regulators “regulate” and so on).

Things to keep in mind:

- every objective must be measurable;
- every objective should describe a *change* in institutional, group or individual behaviour or the physical environment;
- exclude *activities* which are done by your project team or partners. The focus is solely on changes in what others do or manage.

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Example of a brainstorming exercise to identify and prioritise program objectives.

This crib sheet accompanies Step 3 of the [Enabling Change process](#).

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# A palette of objectives

