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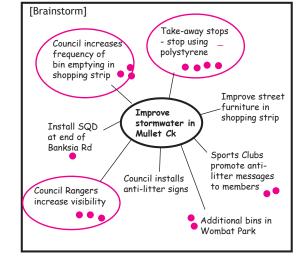
# A crib sheet for brainstorming program objectives

Developing acheivable, 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 pallette of potential objectives to consider (so that educators don't just write

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



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

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 soley on changes in what others do or manage.

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This crib sheet accompanies Step 3 of the Enabling Change process.

### A pallette of objectives

#### **Products and services**

- safer, more effective
- easier to understand and do
- quicker, fewer hassles
- more attractive
- more widely available, easily accessed, cheaper

#### Spaces and infrastructure

- provision of
- · redesign of
- better management of
- more attractive
- more accessible

Desired program outcome

#### Governance

- decisions made
- better planning processes
- community participation in planning
- increased program funding
- multi-disciplinary projects
- better enforcement of regulations
- start/join partnership

#### Individual behaviour

- individual adoption of products, practices
- increased participation in government
- increased volunteerism
- increased activism and advocacy

#### Social structures

- increased community mobilisation
- group formation
- coalition formation
- increased effectiveness of community groups