

## Clearly Understanding Goals, Objectives, Activities and Indicators to Build a Stronger Proposal

**1. GOAL** - The goal of a project is a general description of the wider problem your project will address. The goal offers the "why," to explain the reasoning behind that task. It is a statement that explains what the organization wishes to accomplish, and it sets the fundamental, long-range direction.

**2. OBJECTIVES** - Objectives are more detailed than a goal and should describe the outcomes of the project, for example: WHAT you want to leave in place once the project has ended. A good way to ensure that objectives are appropriate is to make sure that they are SMART.

### **S Specific**

To the problem you are addressing  
It is concrete, and it is helpful to use action verbs

### **M Measurable**

The changes you want to bring need to be quantifiable  
Be numeric and descriptive, and address issues of quantity, quality, and cost

### **A Appropriate or Attainable**

To the goals, but also to the environment you are working in  
They need to be feasible, appropriately limited in scope, and within your control/influence

### **R Realistic and Results-focused**

Measures outputs or results (not activities)  
Includes products, accomplishments  
Not overly ambitious.

### **T Timed**

Identifies target date for completion of objectives  
Includes interim steps and a plan to monitor progress

**3. ACTIVITIES-** Describe the individual steps you will take in order to meet your objective. You should state WHO is responsible for doing WHAT and BY WHEN.

Taking the time to think through each activity and the time it will take you to carry it out, is a good way to test whether you have estimated the project length correctly. It is also helpful to create a work plan so you know what should have been achieved at various points during the project.

**4. INDICATORS-** Indicators are measurement tools used to ensure that each objective is being reached.