

# Goals and Objectives

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# Disclaimer

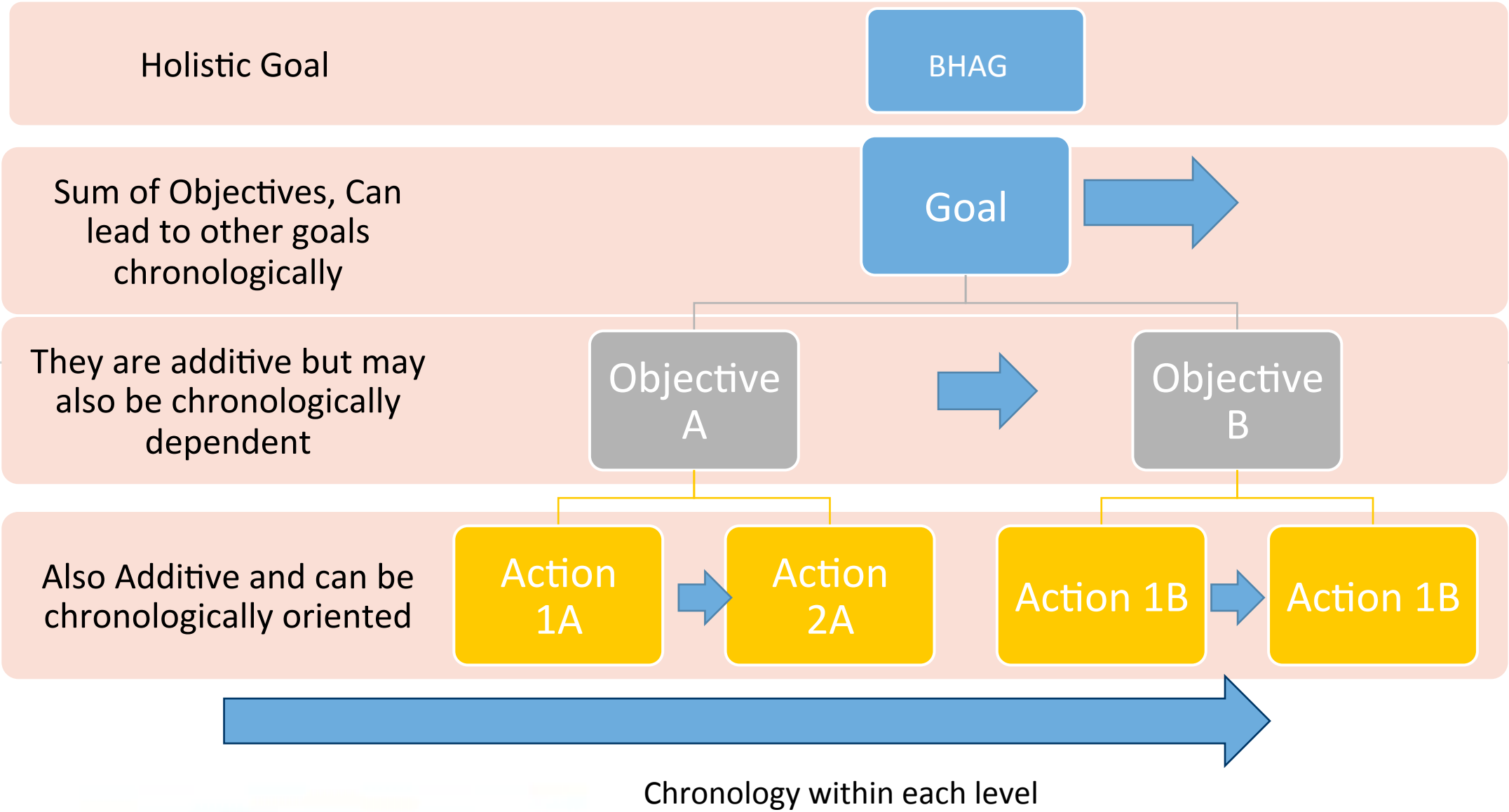
- Presentation may be rough on those made uncomfortable by persistent “Dad Jokes”

# Learning Outcomes

- Everyone Stays Awake
- Clearly Define Terminology to avoid confusion when organizing project goals
- Practice with Project Planning template
- Familiarization with alternative framework for parameterizing project goals

# Terminology (not universal but helpful)

- Goal: Condition that Occurs as a result of all actionable steps taken within project design (whole enchilada)
- Objectives: Condition that Occurs as a result of one subset of actionable steps within a project design (individual enchilada components)
- Steps/Procedures: Actions undertaken (usually chronologically) to meet stipulations of objectives and, eventually, the goal (shredding of cheese, etc.)
- BHAG (Big Hairy Audacious Goal): Not usually easily quantifiable, but important for checking the orientation of your project (towards your enchilada-centric worldview)



# Review

- Every Level on the Pyramid should be a component that supports part above it
- Can play with different terms, but important to distinguish meanings at the beginning of project to avoid later confusion
- Make sure to establish if actions and objectives are chronologically bound

# SMART Goals

Helpful formatting for later reporting and staying on track

- **Specific:** Defined end point and target
- **Measurable:** Yes or no, # trained, Qualitative Surveys answered by x people, etc.
- **Achievable:** Is this within the realm of possibility
- **Relevant:** Does it relate back to your BHAG?
- **Time-bound:** Does this have a defined time for completion? Don't leave things open-ended.



# Examples

- To have collected and analyzed data comparing water use efficiency on three different irrigation methods for adjacent row-cropped tomato systems in Salinas by September 21<sup>st</sup>, 2018
- To have taken 60 household surveys regarding welfare of Q'eqchi' Maya indigenous community as related to a recent drought's effect on local agriculture by August 10<sup>th</sup>, 2019

# Different lenses to parameterize project

Many different combinations exist for projects:

- Social, Environmental, Economic
- Triple-Bottom-Line (Business)
- Equity, Justice, Inclusivity
- Quick and Dirty (would not recommend)

# Suggestion for new Parameters

Truth

Meaning

Fitness

Grace

**Truth:** Is your science correct and is your history as accurate as can be? Is it free of bias? Do you have a representative sample?

**Meaning:** Is there a purpose to this action? Is it pertinent to the community you work with?

**Fitness:** How will this project evolve. Is it set up to resist future stressors (political and personnel changes, climate, etc.)

**Grace:** Have you included in your schedule time for integration, discussion and trust-building? Do you understand the historical reasons for why you may be there?

- Implementing Irrigation Plan in rural area with high material costs and no maintenance instruction manual

### **Not fit**

- Help community switch from tilapia to catfish farming because tilapia is unhealthy and and fetches a lower price at the market

### **Not true**

- Research performed and published and information doesn't ever get back to the community

### **Meaningless**

- Planning mandatory trainings in the first week of a 6 month RIFA with rural farmers

### **No Grace**

**SET IT**

**AND FORGET IT**



made on Inspur

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**TILAPIA** is  
Worse  
than **BACON!**



Dr. Axe  
NATURAL HEALTH

UCDAVIS



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# Recap

- BHAG-Goal-Objective-Procedures
- SMART Goals
- Truth, Meaning Fitness, Grace

# Get to Work!

Questions??