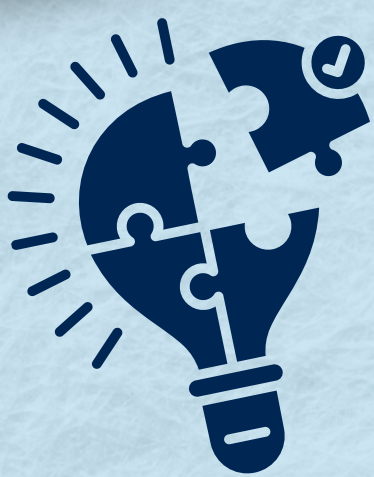
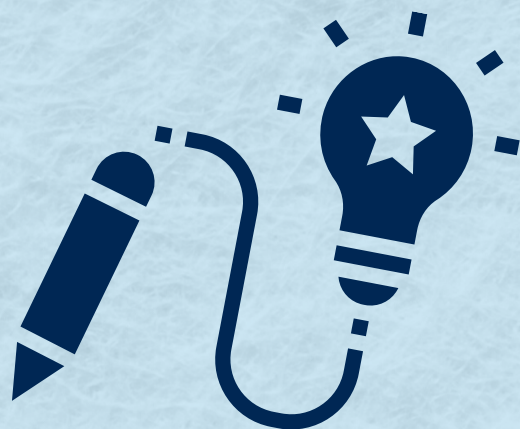


5 Top tips for creating great objectives

Your Objective Checklist

When creating or reviewing your Objectives it is worth remembering these 5 tips to decide if your Objective fits the bill!



1

Outcome oriented

Does the objective describe a desired outcome?

2

Inspirational

Do I feel inspired and challenged by this objective?



3

Motivational

Do I want to achieve this objective?
Is it achievable in the set timeframe?

4

Memorable

Is the objective appealing to me and easy enough to tell other people (jargon free)?



5

No Numbers

Is the Objective Qualitative?
Does the objective contain words only?

