

# Developing Team or Organization Goals and Objectives

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Once you've established your mission statement (to become grounded in your common values), it's important to establish goals and objectives for the time your group has together. Goals serve as long-term steps you'd like to achieve, and are not measurable. Goals are typically set for 1-5 years. Objectives are measurable, short-term points of achievement, typically set for 6 months to one year.

This worksheet will help your group first brainstorm and then focus their goals and objectives. Once determined, consider posting your mission, goals, and objectives where everyone can see them during your group meetings. This will help your group stay focused to your values and agreed-upon goals.

## STEP ONE: BRAINSTORM GOALS.

Choose a facilitator willing to lead your brainstorming discussion. Choose a process for brainstorming that your group is comfortable with. One example is a no judgment/evaluation brainstorming. In this type, the group throws out all ideas for goals, and the facilitator only assists to state the ideas in goal language. No ideas are judged or evaluated (such as, we've tried that before, or that's a great idea!). Instead, one idea typically leads to another, and then another.

### SAMPLE STATEMENT TO FACILITATE BRAINSTORMING OF GROUP GOALS:

Our mission is: \_\_\_\_ [LIST MISSION HERE] \_\_\_\_\_. Let's remember this mission as we now move on to brainstorm goals we'd like to achieve together. Remember, goals are not measurable, and are typically set for 1-5 years. They are general benchmarks we'd like to achieve collaboratively.

We're going to use a no judgment/evaluation brainstorming to list all possible ideas for goals. This means we throw out all ideas that come to mind — and that we all agree to refrain from judging or evaluating any of the ideas (even our own). The intention is that one idea will lead to another, and then another.

We'll continue listing ideas for the next \_\_\_\_ minutes. At that time we'll go back to the list and determine which goals are our priority, which are achievable and why, which can be better defined or refined.

Now we'll begin. To achieve our mission, [THIS YEAR / OVER THE NEXT \_\_\_\_ YEARS] our [TEAM / ORGANIZATION] will . . .

Facilitate the brainstorming, and follow-up refinement and selection of group priorities. Work with the group to obtain consensus on your group's goals. Remember — the most important consideration is if the goals are achievable! As the facilitator, continue to ask the group if the goal is achievable given the resources available.

### FINAL GOALS:

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## STEP TWO: BRAINSTORM OBJECTIVES.

Similar to above, choose a facilitator willing to lead your brainstorming discussion. Choose a process for brainstorming that your group is comfortable with such as that outlined above. Remember, objectives must be measurable. While your group may not state them as measurable, facilitate leading them to refine what they've stated into measurable language.

To achieve our mission, [THIS YEAR / OVER THE NEXT \_\_\_\_ MONTHS] our [TEAM / ORGANIZATION] will . . .

Again, after all ideas are listed, facilitate a follow-up refinement and selection of group priorities. Work with the group to obtain consensus on the objectives you d like to achieve and the specific timeframe for completing them. Remember — similar to goals, the most important consideration her is if the objective is achievable within the timeframe, AND determining HOW you plan to measure if the objective was achieved.

FINAL OBJECTIVES:

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