Conceptual objectives

Step 1 in determining whether a statement is a goal or not.

You should by now have your first cut solution separating the objectives into either a 'Goal' or a 'Measure'.

It should look like the one on the next slide

Conceptual objectives

Step 1 solution

#	Objective	Type	#Tag1	#Tag2	#Tag3	Description
27	Goal					Maintain high quality and reliable information as well as gaining the respect of members by delivering factual information rather than gossip
5	Goal					Look after the communication between members by providing a notice board and/or chat capability
1	Goal					Keep costs down – we will achieve this by increasing our membership base and by automating some of the processes
11	Goal					Deliver information quickly and provide the ability to disseminate the data to associates rapidly
4	Goal					The enterprise looks after the needs of its members by ensuring it delivers great benefits to them
12	Goal					Ensure that the highest possible performing and most efficient products and services reach the marketplace
16	Goal					Organise special deals for members
7	Goal					Establish the methods or procedures by which things are to be done whether they be pro-active - future events or re-active - historical events
17	Goal					Enable the spread of information about the organisation's products and services
20	Goal					Apply the latest techniques eg methodologies, computers, communication's equipment etc
8	Goal					Acquire and maintain members and these include instructors as well as associated members
10	Goal					Ensure that we have money in the bank at the end of the membership year after achieving all our goals
24	Goal					We are the only organisation of this kind in Australia
2	Goal					Have a good quality data base to automate our dealings with members
14	Goal					Ensure that we utilise our limited resources effectively
15	Goal					Better utilise the internet and mail
3	Measure					Uncover the many different channels we can find to advertise the LDAA: these include The number of fliers we distribute; Number of times member talks to others about the LDAA
28	Measure					To obtain more members
26	Measure					Set up a long range view and procedures that LDAA needs in order to survive
19	Measure					Ensure that money comes in on a regular basis
23	Measure					Keep track of money being spent
31	Measure					Keep track of the number of people leaving the organisation
33	Measure					Track the number of hours a piece of equipment is used
13	Measure					Keep track of the number of courses a person attends
30	Measure					To measure the efficiency of the person using the equipment
32	Measure					Record an indication of what capabilities a person has
6	Measure					Steps are needed in order to ensure they use the latest methods and resources in producing and handling their wares, members and resources
9	Measure					Processes to ensure the profitability of LDAA
18	Measure					Processes to ensure that LDAA has sufficient assets to produce and support its wares
21	Measure					Follow the way we move our wares to our members
22	Measure					Processes to demonstrate how we will gain and grow its client base
25	Measure					Processes in order to ensure its wares are in good working order
29	Measure					Processes to ensure we have sufficient wares for the market place

Do you agree with my solution? If not, why not? Send me an email and explain your rationale.

Goal conventions

The purpose statement

Take a look at the words 'purpose or aim', are they not synonymous, the use of the conjunction 'or' provides the clue, so perhaps we can now disregard the word 'aim'.

As purpose appears to be a singularity (one definition is "What something is used for") hence I will assert that purpose is the first type of goal and there is only 1. At least we are on our way!

At this stage you only have 16 goals to consider as a candidate for the purpose.

If you have more than 16, then that is a clear indication that there are a number of synonyms hence you will first have to resolve the goals that could be duplicates and either amalgamate them (I will provide an exercise later on to cover this) or convert some of the goals into measures.

Exercise: decide which of the statements in your spreadsheet best fits the description of the purpose statement. Place the word 'Purpose' in the appropriate row in col 3 (Type). Then sort by Col 2 & 3.

Try this now. Email your spreadsheet to me so that I can assess your grasp of the subject matter