



Transform your problem tree into an objectives tree

Once problems are identified with your cause / effect relationships, it is time to develop the goals. By doing this, you will: create a goal tree and corresponding key results that will help you analyze the goals and track the progress of your project.

This approach:

- Describes the situation in the future once the identified problems have been remedied;
- Checks the hierarchy of objectives;
- Illustrates the means-ends relationships (objectives / purpose) in a diagram.

- **STEP 1.2.1:** Change each text to the positive form. Ex. River water quality is deteriorating > River water quality is improving. Problems become goals / Effects become objectives / Causes become Means (to the end)

- **STEP 1.2.2:** Once objectives have been identified, list them individually as numbered list. Level 1 are general objectives. Level 2 are specific objectives.

- **STEP 1.2.3:** Define key results for each specific objective.

THE MICROCANVAS® FRAMEWORK



Goals tree

