

## Writing Objectives, Goals and Standards

This programme is essential for managers who need to be able to write objectives (or goals or aims, depending on organisational language).

The ability to constructive specific and measurable goals, particularly for jobs that feature “soft skills” is important, and this session will provide managers with all the skills and knowledge that they will need to do this.

### Programme objectives

By the end of this programme, delegates will be able to:

1. Explain how goals fit into the organisational context, and describe the benefit of clear, measurable objectives
2. Define the difference between a standard and an objective
3. Explain the four main ways in which outcomes can be measured
4. Write objectives for individuals whose role involves a high level of soft/interpersonal skills
5. Ensure that objectives are aligned, specific, timebound, resourced, achievable and measurable.

### Further information

The programme involves delegates undertaking a range of practical exercises, so that by the end of the session participants will have drafted standards and objectives that are relevant to their area of responsibility.

**Duration:** Half day