



Setting Aims

A group needs a goal to manage towards. A handy way to express this is the “aims grid”.

<p>Purposes (The benefits and advantages to be gained by pursuing the activity)</p> <p>A helpful phrase to use when setting purpose is “In order to... or “So that... A task may have several purposes.</p>	<p>Stakeholders (Those who stand to gain from the results of the activity/task)</p> <ul style="list-style-type: none"> • The task giver? • The task owner? • The end users? • The participants? • Etc <p>Stakeholders set the success criteria.</p>
<p>End results (The expected deliverables or outputs from the task)</p> <p>This is usually a simple statement.</p> <p>There may be more than one deliverable.</p>	<p>Success criteria (The measures describing success)</p> <p>The <i>long-term</i> measures describe the fulfilment of purpose.</p> <p>The <i>short-term</i> measures describe the end results.</p>

Once a group is confident with their aiming discipline they may dispense with this format, however, it remains a useful way of communicating aims to others.