



Writing Goals for Projects

# QUICK TIPS FOR DEFINING CLEAR GOALS

## MAKE SURE YOUR GOALS ARE JARGON-FREE

Not everyone is a scientist or an ecologist. Writing your goals in Plain English and free of jargon will help others connect with your project and what you are trying to achieve.

This is particularly important when you are applying for grants.

## BE CONCISE!

Write your goals in a way that it is to the point and fluff-free.



## GOALS PROVIDE A FRAMEWORK FOR YOUR OBJECTIVES

Objectives provide details on how you would meet your goals. So, ensure that your objectives align with the scope of the goals.

Always double-check and ensure that your objectives are linked to your goals.

## A GOOD GOAL IS...

broad but not vague.

describes a future outcome or effect.

simple and easy to understand.

provides enough details to understand the direction for the project's implementation.

# GOOD OR BAD GOALS?



An example...

### Improve community resilience

- What do you think about this goal?
- Is it simple?
- Do you understand its direction?

An example...

### Decrease the number of feral cats, goats, pigs and foxes that are competing with native wildlife species for food and habitat and adding pressure on their survival.

- Is it concise? Is it simple?

An improved version...

### The community of Avoca NSW will have the capacity and resources to respond adequately to bushfire emergencies.

- Now, what do you think?

An improved version...

### Carry out appropriate feral (or introduced) species management actions to reduce competition pressure on native wild animals.

- Now, what do you think?
- Could we simplify or improve this further?

## NEXT TOPIC:

### OBJECTIVES

- What are objectives?
- What is a S.M.A.R.T objective?
- A few examples of objectives.

## HOW WILL YOU CHECK THE QUALITY OF YOUR GOALS?

Always get someone outside your work to check and provide feedback.

Ask them to interpret their understanding of your goals back to you.

Be open to feedback and make the necessary edits where needed.

Visit <https://projectcheckpoint.com.au> for more info.

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