

## **Model objectives**

### **Are your objectives SMART?**

Specific  
Measurable  
Achievable  
Relevant  
Time bound

### **Questions to consider:**

1. Are your objectives clearly linked to the goals of the larger project/program?
2. Do your objectives clearly identify:
  - Activities that participants will be directly involved in?
  - Desired/expected changes as a result of the activities?
3. Are your activities and desired changes logically linked and feasible?
4. Do the desired changes cover knowledge, attitudes, skills or behaviors?
5. Are numbers included? If yes, do they seem realistic given project resources and local conditions?

### **Objectives should tell you:**

- Who will do what?
- To whom and how many?
- By when?
- With what result?

### **Expected outcomes should:**

- Clearly state what who or what will benefit from the activity: individuals, service providers, organizations, communities
- Clearly define the change expected: knowledge, attitudes, skills, behavior
- Clearly state the content or subject matter of the outcome, i.e., hygiene education, HIV/AIDS prevention, improved accounting, etc.
- Be quantified