

## Goal Definition Exercise

In the world of outcome measurement, our motto and mantra is, “Begin with the end in mind!” If your programs do not have well-defined, large, overarching goals that your clients are intended to accomplish – that is, what success looks like for them – it is pretty challenging to design programs that will make client success feasible and likely.

Furthermore, the description of program goals should translate easily and clearly to community indicators of large scale impact. At the same time, the goals should not be so expansive that they are beyond the scope of what programs can credibly accomplish with the resources and partnerships at their disposal.

**Thinking about the criteria and guidelines discussed above, draft goal statements for clients who are beneficiaries of the program.**

**Is it likely that clients could achieve this program goal solely as a result of having participated in the program? Why or why not?**