Method Card 3 **Clear Objectives**



Verb, not verbiage If there is only one thing to get right, it's the verb

Good verbs...

Identifying Identify, Scan, Determine

Understanding

Understand, Review, Update, Assess, Share, Outline, Acknowledge, **Report**, Recognise

Planning Plan, Set, Deliver, Establish

Creating Create, Develop, Build, Produce, Design

Agreeing Agree, Decide, Determine, Secure, Synthesise Learn

Analyse, Segment

Analyse

Learn, Assimilate, Study, Understand

Cultural Enable, Enthuse, Maximise, Enrol, Unblock

Weak verbs...

Discuss, talk, ponder, catch up.

Anatomy of a good objective:

Good VERB Clear SUBJECT Relevant OUTCOME To agree the product selections that are most appealing and profitable

Objectives

DESCRIPTION

Clear objectives are the reason for meeting, ideally the specific meeting objectives should connect obviously to the organisations purpose and strategic objectives.

Well thought through objectives are more than half the work of planning an effective meeting. A clear objective implies the process design that follows. Good objectives are stretching but achievable.

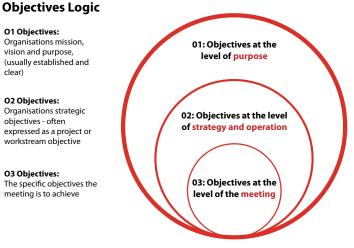
HOW?

1. Invest time ahead of your meeting to get really clear on the meeting objectives. Consider establishing an objectives logic (see model below).

2. Consider consulting with other key meeting stakeholders to get really clear on the point of the meeting.

3. Use the list of good verbs on the opposite page to make sure you have sharp meeting objectives.

4. Consider circulating them ahead of the meeting, in place of the more traditional 'agenda'.



clear)

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