

Method Card 3

Clear Objectives

VITAL
METHOD

Verb, not verbiage

If there is only one thing to get right, it's the verb

Good verbs...

Identifying

Identify, Scan,
Determine

Planning

Plan, Set, Deliver,
Establish

Analyse

Analyse, Segment
Synthesise

Understanding

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

Creating

Create, Develop,
Build, Produce,
Design

Learn

Learn, Assimilate,
Study, Understand

Agreeing

Agree, Decide,
Determine, Secure,

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'.

Objectives Logic

- O1 Objectives:**
Organisations mission, vision and purpose, (usually established and clear)
- O2 Objectives:**
Organisations strategic objectives - often expressed as a project or workstream objective
- O3 Objectives:**
The specific objectives the meeting is to achieve

