

# Objective Clarifier Worksheet



*Tight alignment between objectives and performance indicators is the key to successful results-based communications.*

*This worksheet is designed to guide your thinking through the logical sequence of connecting the issue to objectives and associated performance indicators.*

Issue:

What does success look like?

## OBJECTIVES

*SMART: Specific, Measurable, Actionable, Relevant, Time-Bound*

## PERFORMANCE INDICATORS

*What do you want to know? Consider External, Internal, Quantitative and Qualitative Indicators*

