

5. Setting Goals

What do we even mean by “goal”?

Goal: the overarching PURPOSE towards which your efforts are focused; the end result; vision statement.

Components of a good goal

- **Action-oriented:** It must be the result of something you can realistically do.
- **Specific:** States exactly WHO will be affected, WHAT will happen, and by WHEN it will happen. If applicable, especially for group action goals, it should also include WHERE it will take place and HOW it will happen.
- **Easily understandable:** Someone else could quickly get what you mean when they read your goal.
- **Bold:** Take risks and aim high! It may sound cheesy, but with enough hard work, a lot of goals are possible.

Our Goal: