

## Key Performance Indicators Writing Objectives/Goals

For an objective to be effective, it should include the following four criteria:

1. *Singular result.* The avoid confusion, each objective should contain only one end result. When multiple objectives are listed together, one may be met but the other(s) may not.
2. *Specific.* The object should state the exact level of performance expected.
3. *Measurable.* The say, “what gets measured gets done,” is true. If people are to achieve objectives, they must be able to observe and measure their progress regularly to monitor progress and to determine if the objective has been met.
4. *Target date.* A specific date should be set for accomplishing the objective. It is more effective to set a specific date rather than a set time, such as in two weeks, because you can forget when the time began and should end. Some objectives are ongoing and do not require a stated date.

Four parts of the model with examples:

(1) To	+	(2) action verb	+	(3) singular, specific, and measurable result	+	(4) target date
To		deliver		pizza within 30 minutes		starting December 2007
To		sell		10.4 million vehicles worldwide		by year-end 2009
To		increase		sales worldwide by more than 40 percent		by 2020

Source: Lussier, R. & Achua, C. (2010). *Leadership: Theory, Application, & Skill Development*. Mason, OH: South-Western Cengage Learning.

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