



EQUIPPING THE SAINTS

HOW TO WRITE GOOD OBJECTIVES

NOTES

Introduction

Over the past several weeks we have been talking about the importance of objectives. We have learned that they are the basis for all our activities. Without objectives we have no basis for:

- **Direction**
- **Planning**
- **Decision making**
- **Evaluation**

Objectives

What is an Objective?



**It is a Clear, Concise, Measurable statement
expressing my intent or goal.**

Example: Paul's objective—

Whom we preach, warning every man, and teaching every man in all wisdom; that we may present every man perfect in Christ Jesus: Whereunto I also labour, striving according to his working, which worketh in me mightily.

(Colossians 1:28-29)

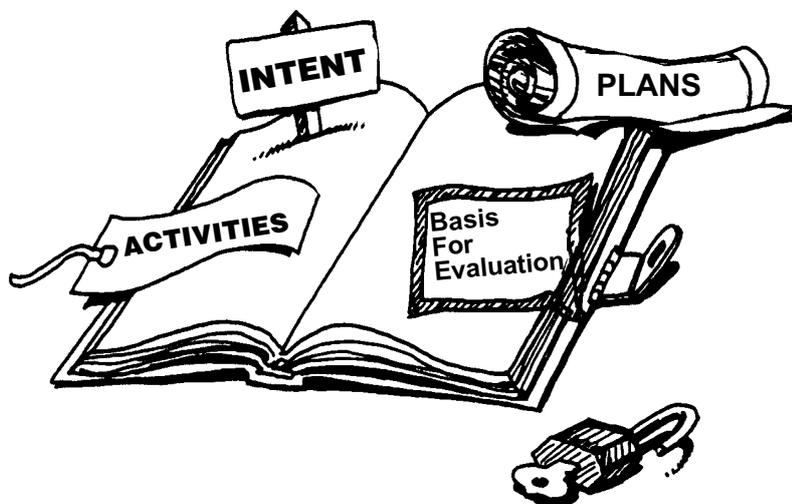
NOTES

Why is a **Clear, Concise, Measurable** objective important?

- **It states my intent, goal or direction.**
- **It tells me what I am to do to accomplish my goal.**
- **It is the basis for all decision making.**
- **It is the basis for all evaluation of my progress.**

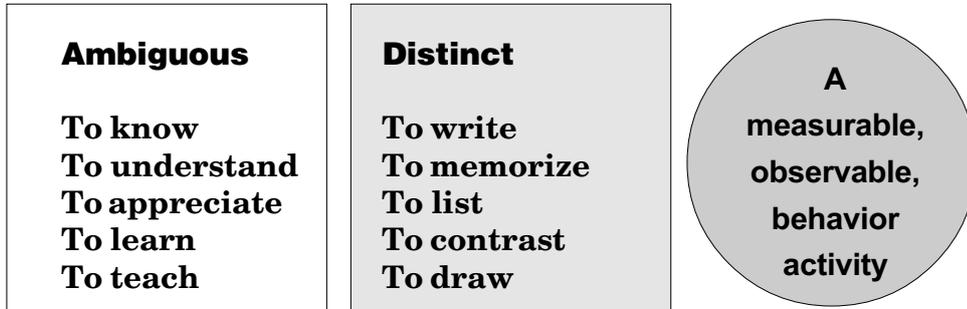
These four basic components *must* be understood in order to write a clear and good objective.

Four Components of an Objective



- ① **Intent** what I intend to do—my goal or objective
- ② **Activity** visible behavior activity stating what I will be doing to accomplish the goal
- ③ **Plan** how I plan to fit the above activity into my daily or weekly time schedule
- ④ **Basis for Evaluation**
how I will know when I have accomplished my goal successfully

In writing an objective using these four components, we must be very careful about the words we use. We must select words which will successfully communicate *exactly* what we mean. Unfortunately, there are many ambiguous words which can easily be misinterpreted or misunderstood.



A good objective should be measurable and easily evaluated, but you will notice that many of these ambiguous words defy evaluation. They are vague, general terms and can be stretched to mean many things. It is difficult to determine *when* or *if* we reach the objective when we use these words. However, if we choose words which state measurable, observable behavior activities, we then are able to evaluate accurately our progress toward the goal.

The Formula

In helping people learn to write objectives, I have developed a formula which almost forces a person to write a good, clear objective. In this formula the first two components (intent and observable behavior) are merged together. As you learn to write objectives, it is good to use this formula as a guide. Once you have mastered the art of writing objectives, you may disregard it or use it to help someone else.

My objective is to _____

(State goal in terms of observable behavior activity)

I will do this by _____

(State plan for accomplishing goal)

I will know I have completed the objective when

(State basis for acceptable performance)

Formula For Writing Objectives:

Goal in observable behavior activity

Plan for accomplishing goal

Basis for acceptable performance



Using this formula I am now going to write an objective for Scripture memory.

My objective is to memorize 27 verses in the next 10 weeks. **I will do this by** memorizing 3 verses a week for 9 out of the next 10 weeks. **I will know I have completed the objective when** I have memorized 27 verses in 10 weeks.

Now let's check the objective to see if we have utilized the four components.

- What is my goal?
To memorize 27 verses
- What is the observable behavior activity?
To Memorize
- What is my plan?
To memorize 3 verses per week
- What is the basis for acceptable performance?
To memorize 27 verses in 10 weeks

Bible Reading

Let's try writing an objective on Bible reading using the formula again.

My objective is to read through the entire Bible in one year. **My plan is** to read 3 1/2 chapters each day or 24 chapters each week. **I will do this** in 50 out of the next 52 weeks. **I will know I have completed the objective when** I have completed this in 52 weeks.

Let's check it for its four major components.

- What is my goal? _____

- What is the observable behavior activity? _____

- What is my plan? _____

- What is the basis for acceptable performance? _____

Quiet Time

Now try writing your own objective for Quiet Time using the formula.

Let's check it for its four major components.

- What is my goal? _____

• What is the observable behavior activity? _____

• What is my plan? _____

• What is the basis for acceptable performance?

Witnessing

Now follow through and write an objective for witnessing.

Check it for the four components of a good objective.

• What is my goal? _____

• What is the observable behavior activity? _____

• What is my plan? _____

• What is the basis for acceptable performance?

Prayer

Now write an objective for prayer using the formula.

Now check for the four components of a good objective.

- What is my goal? _____

- What is the observable behavior activity? _____

- What is my plan? _____

- What is the basis for acceptable performance?

Summary

Remember, every good objective has four major components.

- ❶ An objective is a **Clear, Concise, Measurable** statement describing my intent or goal.
- ❷ An objective identifies the specific observable behavior activity I will use to accomplish the goal.
- ❸ An objective explains the plan I intend to follow to incorporate the activity into my daily or weekly schedule.
- ❹ An objective states the criterion from which I may measure my progress toward the goal.

Lifetime and Long-Range Objectives

Lifetime and long-range objectives require careful and prayerful thought, but they can be written in a similar manner. If your long-range goals are not **clear**, **concise** and **measurable**, they will be of little value to you.

Lifetime or long-range objectives must also be broken down into several simpler and shorter-range objectives which can be isolated and evaluated from time to time.

Example:

My lifetime objective is

- To walk in daily fellowship with God (vertical), and
- To order my life and family in accordance with the Word of God so that we are
- Daily exchanging our lives for the fulfilling of the Great Commission. (Horizontal)

This objective would need to be broken down into three parts and specific objectives written for each.

Part 1

To walk in daily fellowship with God (*The Quiet Time*)

- Prayer objectives
- Daily Bible reading objectives

Part 2

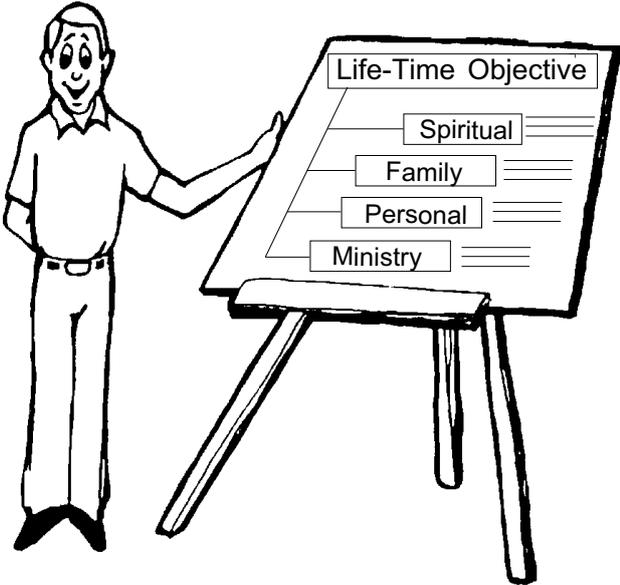
To order my life and family in accordance with the Word of God (*Obedience to the Word*)

- Scripture memory objectives
- Bible study program
- Objectives for family relationships to God and to each other

Part 3

Daily exchange my life for the Great Commission (*Ministry*)

- Witnessing objectives
- Follow-up objectives
- Objectives for ministry within the Church



What is your lifetime objective?

My objective is _____
