

Anatomy of an Objective

Nature of intended change

Definition of target audience

To increase the percentage of CEOs of SMEs that believe that standards are one of the top five reasons for business

success from 25% to 50%
by the end of 2006

“What” is to be achieved, in this case a change to attitudes

Target definition for achieving outcome

Amount of change desired

Anatomy of an Objective

Nature of intended change

Definition of target audience

To increase the percentage of health NGOs
that actively and publicly support XYZ

campaign from 20% to 60%
by the end of 2007

*“What” is to be achieved, in this
case changes to attitude &
behavior*

*Amount of
change*

desired

*Target definition for achieving
outcome*