

# GOALS

## Initiation



### Goals

A goal or aim is a broad statement that describes what your project is about and what you're trying to achieve. It's the driving force behind the project and should directly contribute to the organisation's goals. Just as you can't start a road trip without a map, you can't start a project without a goal.

### Initiation

The purpose of this phase is to develop a clear understanding of what your project is, what you want to achieve and how you plan to get there.

## Key points

### 1. Identify the need

In most cases, projects are developed as a result of a need or an opportunity. You may have identified the issue yourself or someone else may have brought it to your attention. It's important to identify and understand the need or problem before you develop your goal – this will help keep your goal focused and specific.

### 2. Understand the context

Your project needs to align to the goals of your organisation. This will help you gain support from executives and sponsors, who are more likely to commit resources to a priority initiative. Review the strategic and operational priorities of your organisation, as well as the performance requirements of your department, to work out how your project will contribute to these goals. This information can often be found on your organisation's website.

### 3. Consider the Triple Aim

All projects should work towards the Triple Aim: improving the patient experience of care (including quality, access and satisfaction); improving the health of populations; and reducing the per capita cost of health care. Consider how meeting your goal would align with the Triple Aim.

### 4. Keep the solution out of the goal

It's important to make sure your goal doesn't pre-empt the solution. For example, if your goal refers to a new guideline, it suggests that developing a new guideline is the solution to the problem. Pre-empting the solution may take you down the wrong track and mean you are blinded to other causes and a more successful or accurate solution. Instead, your goal should refer to the overarching aim, such as reducing waiting times.

## Considerations and tips

Your goal will be the basis of your project purpose and will help keep you on track to solving the identified issue. A well-defined goal will help you communicate your project and keep focused.

### Test the goal with stakeholders

Seek feedback on the goal with frontline staff and other key stakeholders:  
Does it inspire them? Do they understand what you are planning to achieve?

### Goal statement

Keep the goal short and succinct, preferably to 1-2 sentences. Be clear and keep it well defined. Use the guide below to keep your goal on target.

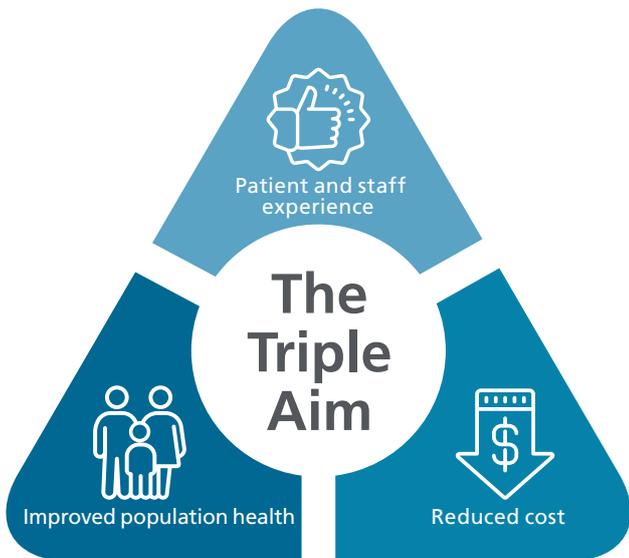
### Quadruple aim

The fourth or 'quadruple' aim addresses the satisfaction of healthcare providers. Considering how it will impact staff involved is an important factor when developing your project and goals.

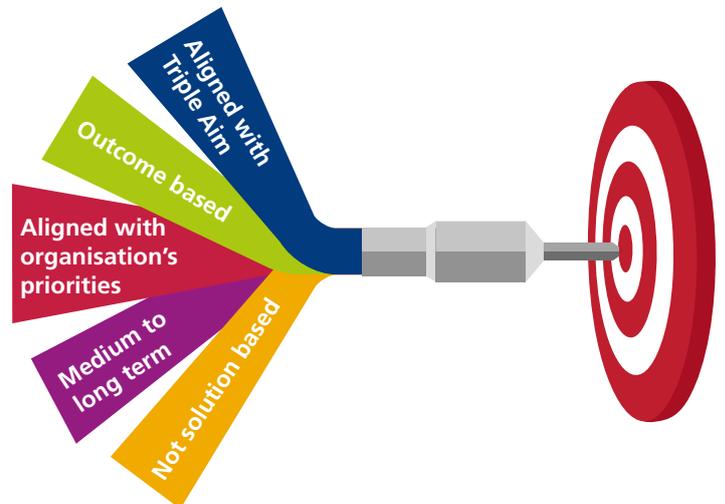
### Keep the objectives separate

Remember to separate the goal from the objectives. The goal will be higher level; the objectives will be specific targets to help reach your goal (see Objectives and benefits fact sheet)

## The Triple Aim



## The goal



## Further information

[My Health Learning Log in Form](#) – Redesign Initiation (202464923): Goals and Objectives

NSW Premier's Priorities – [www.nsw.gov.au/improving-nsw/premiers-priorities/](http://www.nsw.gov.au/improving-nsw/premiers-priorities/)

Institute for Healthcare Improvement, Triple Aim Initiative – [www.ihl.org/Engage/Initiatives/TripleAim/Pages/default.aspx](http://www.ihl.org/Engage/Initiatives/TripleAim/Pages/default.aspx)

## Next steps

Once you've established your goal, you can start to consider your objectives. These are short-term targets with defined, measurable achievements that will help you achieve your goal.