

Don't confuse objectives and strategies

- **Objectives** tell you where your audience needs to be – the end state
 - Objectives have five parts:
 - Specific target audience
 - Intended outcome or nature of intended change – what do you want to change about what they know, think, feel, believe or do (do, not do, let you do)
 - Starting metric
 - Ending metric
 - Time frame
- **Strategies** tell you how (the means) to get there

If you see these verbs like these in an “objective,” they probably are strategies, processes or tactics ...

NOT objectives:

Administer	Consult	Employ	Initiate	Provide	Set/Adjust Expectations
Advertise	Contract	Engage	Introduce	Publicize	Stimulate
Advocate	Contribute	Ensure	Investigate	Recognize	Streamline
Build	Coordinate	Expand	Launch	Re-engage	Subsidize
Call attention	Deliver	Feature	Leverage	Re-invigorate	Support
Celebrate	Develop	Focus	Manage	Report	Use/Utilize
Collaborate	Distribute	Highlight	Partner	Reposition	Work with
Communicate	Educate	Identify	Position	Research	
Conduct		Inform	Promote	Resource	