

## Guide to Developing Measurable Outcome Statements

1. **Who** is changed? Knowledge, skills, and attitudes lead to behavioral changes *as a result of the program activities*. (Note: organizations/communities can be the change target, but usually at an intermediate level of result. People have to be changed first.)
2. **What** are the desired outcomes for these people/organizations? Describe the intended outcome in *specific observable* language (i.e., what would we **see** if we were looking for the change?)
3. **How** is performance measured? What tool or data collection method will be used to collect performance information from what source, how often? Surveys, tests, interviews, observations, artifact reviews using rubrics, extant data *used in needs assessment if possible*.
4. **Target** level of performance: what is the desired level of performance as evidence of success (en route and final)?
5. **Compared** to what level of performance? Know a baseline measure. This information will be found in the *needs assessment*.
6. **When** should desired performance be observed? Often this timeframe is both short-term (annual) and long-term (strategic).
7. **Why** is the outcome addressed in this outcome important? What does it lead to?

Each objective should be assessed to determine if it has these essential components. In addition, you may consider the SMART goal/objective template:

<b>Specific</b>	The outcome is well-defined and clear to anyone familiar with the program, project.
<b>Measurable</b>	Concrete methods and criteria for assessing progress, achievement of outcome.
<b>Achievable</b> , but not simple.	The goal stretches you, but is reasonable given the program's resources and sphere of influence. Reasonable goals and objectives must be motivational; they have to incentivise program staff and stakeholders.
<b>Relevant</b>	The outcome must be relevant to the program's vision, mission, and responsibilities and all people affiliated with the program.
<b>Time-framed</b>	The period of time for accomplishing goal is reasonable given contextual constraints.

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Adapted from unknown author.

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CORE Function \_\_\_\_\_

Area of Emphasis \_\_\_\_\_

Why \_\_\_\_\_

Who \_\_\_\_\_

How \_\_\_\_\_

Target \_\_\_\_\_

Compared to \_\_\_\_\_

Why \_\_\_\_\_

Now, write your outcome statement:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Now, check your statement! Is it SMART?

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