

How to Write a Measurable Objective

For each audience, there should be a measurable objective. Objectives should be:

- Specific
 - Measurable
 - Attainable
 - Audience-specific
 - Relevant
 - Results (Outcome) Oriented
 - Time-specific
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- Think in terms of the awareness, attitude, or action you desire—not the process— but the end result.
 - Articulate with verbs that reflect changes in awareness, attitude, or behavior:
 - Recognize, acknowledge, know (awareness); favor, accept, oppose, believe (attitude); and purchase, participate, endorse, discard, write, visit (behavior).
 - Phrase objectives in terms of specific results you desire and what is possible.
 - Each objective should cite an audience, outcome, attainment level (a number), and time frame. (Example: At the end of six months, 65 percent of employees will be in a car pool or ride-share program.)
 - The same objective may fit a number of audiences but strategies may need to be different.
 - Consider what position you want to occupy in the mind of your audience or target publics. How should the organization, product, issue, or cause be known or perceived by the target public, and how that position will be distinct?

Samples:

- Improve recall of 10 important facts about our organization—from three to five—among key media representatives by June 1 of next year.
- Increase by 10 percent—from 60 percent to 70 percent—positive coverage on 10 key issues by the end of the year.
- Within one year, the percentage of rate paying customers who think the utility is tax-supported will be reduced from 90 percent to 65 percent.
- At least 50 percent of the teachers and/or students in the local public school system will visit the new education center during the first month it's open.
- Within one year, 60 percent of the neighbors will support the initiative (up from 51 percent), and be able to identify benefits of its operation.
- Within three months, 75 percent of employees who reside in three targeted municipalities will articulate support for Ramsey Steel's position as an industry leader in pollution control, including ability to state at least three of the organization's key messages.
- Employee opinion survey question related to mission will retain or improve score over previous year.
- Within 18 months, five customers will volunteer to write testimonials about Ramsey Steel's pollution control efforts.