

Defining Program Goals & Objectives

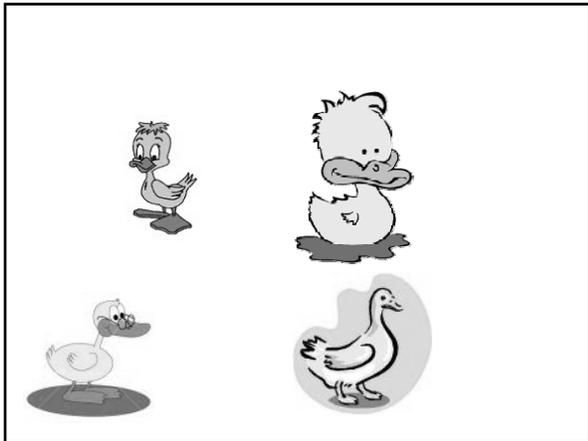
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Objectives

- Define and write a mission statement
- Define and write a vision statement
- Define and discuss the need for community advisory boards.
- Define program goal
- Define enabling objective
- Discuss budget implications in goal formulation.
- Define enabling means
- List the benefits of program goals

Management 101





Who are you?

- Mission
- Values
- Vision
- Goals
- Enabling Objectives
- SWOT



"A mission statement is defined as "a long awkward sentence that demonstrates management's inability to think clearly" All good organizations have one."

-Dilbert on Mission

Mission Statement

- Reason for Being
 - *Raison d'être*
- Defines you
- Defines your organization
- Clear and concise
- Provides clarity and focus and makes choices
- Should be reviewed/revised every 5 years
- Free of jargon
- <http://www.franklincovey.com>

Your Personal Mission Statement

FranklinCovey

SHOPPING SOLUTIONS FOR YOU SOLUTIONS FOR BUSINESS ABOUT US EFFECTIVENESS ZONE

search

MISSION BUILDER HOME

MISSION STATEMENT BUILDER

Mission Builder

Use our Mission Builder exercise to add focus, direction, and a sense of purpose to your daily decisions.

The key to the ability to change is a changeless sense of who you are, what you are about and what you value.
-Stephen R. Covey

Create your Personal Mission Statement

Our wizard will take you step-by-step through the process of creating a simple, personalized Mission Statement to guide your life.

Go

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Mission Statement

- "The Musts"
 - Need
 - Need = Opportunity
 - Competence
 - Field of competence
 - Do better in what you already do
 - Improve on the things you can
 - Commitment
 - From all involved

Mission Statement

- Explains
 - Why your organization exists
 - What it hopes to accomplish in the future
- Articulates
 - Its essential nature
 - Its values
 - Its work

Mission Statement

- Concise statement of strategy developed from the customer's perspective.
 - What do we do?
 - How do we do it?
 - For whom do we do it?
 - Why do we do it?

Mission Statement

A company's mission is *not* to make a profit!

The real mission is always— "*What will we do to make a profit?*"

Mission Statement

What do we do?

- Needs fulfilled when customers utilize your service

Teach
Instruct
Mentor

Mission Statement

How do we do it?

- Technical elements of the business
- Encompass the physical product or service and its delivery
- How do we sell our product?

Guidance
Leadership
Experience

Mission Statement

For whom do we do it?

- Focus marketing efforts

Students
Community
Other hidden customers

Mission Statements

Examples

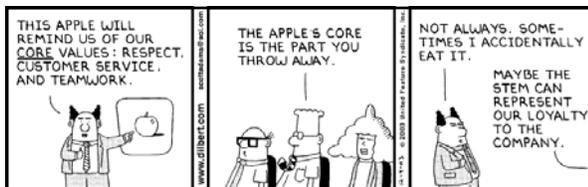
- 3M
"To solve unsolved problems innovatively"
- Mary Kay Cosmetics
"To give unlimited opportunity to women."
- Merck
"To preserve and improve human life."
- Wal-Mart
"To give ordinary folk the chance to buy the same thing as rich people."
- Walt Disney
"To make people happy."

Mission Statement

Your Turn

- What do you do?
- How do you do it?
- For whom do you do it?

- Worksheet



"I've come to the conclusion that what's inside a person doesn't count because nobody can see it."
-Dogbert on Values

Values Statement

- Core priorities of the organization
 - What drives priorities?
 - Drive the intent and direction
- Must visit with participants
 - What are their values?

Values Statement

- Value Word
- One to two sentences that clearly and succinctly describe the value.
- 5-6 Words typical

Values Statement

- Equality
- Individuality
- Service
- Respect
- Improvement
- Integrity
- Innovation
- Teamwork
- Loyalty
- Empowerment
- Stewardship
- Excellence
- Collaboration
- Flexibility
- Security
- Respect

Values Statement

- What do you value most about your job and organization?
- To be considered the best in the state (nation, world) what qualities should your organization possess?
- What values do you feel need to be in place for us to attract and keep the best people?
- If TIME or NEWSWEEK were to write an article in 2010 about us, what would you want them to say?

Values Statement

Your turn

1 MINUTE:

List as many values of your organization as you can that you wish to promote.



Montgomery County
Hospital District

Employee Value Statements

Developed, refined, and adopted by the MCHD Employees, July 2006

Accountability

Being responsible for our thoughts, words, and deeds, and the resources entrusted to us

Compassion

To be understanding, caring and nurturing

Excellence

We will strive to exceed all expectations and maintain the highest standards in our industry

Innovation

Providing superior and professional service to the citizens of Montgomery County utilizing professional development, state of the art technology, and sound practice

Integrity

Acting with the highest standards of honesty and ethics in every decision and action that we make as individuals or as an organization.

Unity

A group of individuals striving toward shared goals and a vision of improving the quality of life for all.

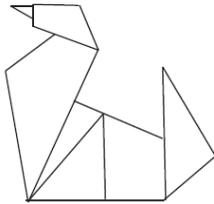


"All good vision statements are created by groups of people with bloated bladders who would rather be doing anything else."

-Dilbert on Vision

Time for the Duck Again!!

- ORIGAMI



Vision Statement

- Expresses the destination of the team in a way that builds commitment to it.
- Forward look, idealized image of organization and its uniqueness.

Vision Statement

- Creates a sense of desire and builds commitment.
- Paints the ideal future.
- Is in line with the organization's values.
 - Develop 4-6 core values
 - Consider values to customers, stakeholders, employees and community

Vision Statement

Vision Killers

As you engage in the visioning process, be alert to the following vision killers:

- Tradition
- Fear of ridicule
- Stereotypes of people, conditions, roles and governing councils
- Complacency of some stakeholders
- Fatigued leaders
- Short-term thinking
- "Naysayers"

Vision Statement

It is five years from today's date and you have, marvelously enough, created your most desirable district. Now it is your job, as a team, to describe it - as if you were able to see it, realistically around you.

- How has our market changed?
- What have we done to prepare our students for success in this world?
- What do we spend most of our time doing?

Goals

- Give program direction
- Meet community needs
- Increase program support
 - Budget
 - Staff
 - Resources
- Allow for continuous program revision

Goals & Advisory Boards

- Advisory Boards
 - Community input
 - Curriculum revision
 - More than one way to address issues
 - Linkage with local medical community
 - Linkage with local industry
 - Dispersal of information
 - Pulse of community

Advisory Board Membership

- Hospital personnel
- EMS Personnel
- Specialists
- Current & former students
- Other EMS Education program directors
- Ex-officio
 - TDSHS representative
 - Program staff

Mission, Vision, Goals



<http://www.missionexpert.com/home.htm>

Goals

- "The end toward which effort is directed." - Merriam Webster's Collegiate Dictionary, 10th edition
- Provides program direction
- Similar to instructional goals
- MUST BE
 - Realistic
 - Observable
 - Measurable

Goals

- Short Term
 - 1 year
- Long Term
 - >2 years
 - May become short term goals
- Review & Revise Annually

Objectives

- Also known as Enablers
- "Something toward which effort is directed."
- Merriam Webster's Collegiate Dictionary, 10th edition
- How to meet your goal
- Must be subjective, observable and measurable
- Must contain
 - Conditions
 - Performance
 - Criteria

Objectives

- Like instructional objectives, goals and objectives are formulated the same.
 - Action Verbs
 - REALISTIC
 - Tie objectives to budget

Enablers

- Indicators to measure performance
 - Budget
 - Equipment
 - Staff
 - Resources
 - Graduation Rate

How it all ties together



SUMMARY

- Review your goals within 6 months.
 - Allows to evaluate progress
 - Task out projects if needed
 - Determine what objectives have been met
 - Determine what should occur to meet objectives
 - Do goals need to be revised for next year.
- Examples
 - Goals and Reviews

SUMMARY

- Seek input from staff, students, advisory boards and clinical sites.
- Tie goals to mission.
- Remember classic instructional objective approach.
- Tie goals somehow to budget.
- Review goals and objectives periodically

References

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