

Creating an Aim Statement

An aim should be compelling and meaningful to your community. An effective aim inspire and motivates, and prevents drifting away from the stated purpose.

Aim statements should be written in a way that inspires new thinking, learning and collaboration towards an outcome that may not be present today. This differs from accountability efforts that often conjure fear, judgment or even punishment if the aim is not met within the given time frame.

It's important to recognize that aim statements may require recalibration throughout the journey. The template below will lead you through the essential elements of an aim statement, but please modify this for the needs of your improvement initiative.

NAME OF ORGANIZATION:

will

INCREASE

DECREASE

CONTENT FOCUS OF PROJECT:

STARTING POINT, BASELINE DATA:

to

DATE

IN COLLABORATION WITH

by

with

WHOM, POPULATION

for

SETTING A SMARTIE AIM:

SPECIFIC

MEASURABLE

ACTIONABLE

REALISTIC

TIME-BOUND

INCLUSIVE

EQUITABLE

Attribution: We first learned of the SMARTIE framework (adding inclusion and equity to SMART aims) from The Management Center.