

## WHAT DO YOU WANT TO ACCOMPLISH?

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Will your aim statement help you to get there?

- Is your aim statement specific? (What is expected to happen?)
- Is your aim statement time-bound? (By when?)
- Does your aim statement have numeric goals? (How much? To what degree? How well?)
- Does your aim statement define your population of focus? (Who?)
- Does your aim statement provide guidance such as strategies for the effort and limitations? (e.g., no new staff plus focus on patient outreach)?
- Does your aim statement focus on goals that are aligned with the strategic directions of your organization?
- Does your aim statement focus on issues that are important to your organization?
- Does your aim statement inspire you?