



Aim Statement



ACTIVITY

Crafting a S.M.A.R.T. Aim Statement

An aim statement is the answer to the first question in the Model for Improvement, "What are we trying to accomplish?"

Effective aim statements delineate clear, specific plans for the work ahead and are SMART:

- **Specific:** Is the statement precise about what you aim to achieve?
- **Measurable:** Are the objectives measurable? Will you know whether the changes resulted in improvement?
- **Achievable:** Is this doable in the time you have? Are you attempting too much? Could you do more?
- **Relevant:** Do you have the resources needed and does it align with your mission?
- **Timebound:** Do you have a timeline in mind and will you accomplish it within that timeline?

Use the prompts below to write an effective aim statement.

What do you want to improve? Be precise and specify exactly the change you want to see.

For whom? Who is the customer or population who will benefit from the improvement?

How much? By how much will you improve? Or "how good" do you want to get?

By when? What is the date by which you will achieve the level of improvement you've set out to accomplish?

Where? Where are the boundaries of the process or system you're trying to improve? Where does it begin and end?

Aim statement

Reflect on your answers to the questions above and draft your aim statement below:



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Crafting a people-crafted aim statement

A people-crafted aim statement aims to clearly outline who is working together to achieve the improvement aim, in addition to what is being improved, by how much, and by when.

A people-crafted aim statement ties members of the improvement team and wider organisation together with a common goal and emphasises the 'We' by specifically naming who the people involved in the improvement are.

The following provides a useful guide to the development of a people-crafted aim statement:

*We (**who** – improvement team members) are co-designing (**with whom** – internal and external stakeholders) to do (**what** – the aim) by (**how much** – measure) by (**when** – time frame) by (**how** – changes to test) in order to (**why** – motivation).*

People-crafted aim statement

Reflect on your S.M.A.R.T aim on page 1 and reframe it to be a people-crafted aim statement:

Reviewing your aim statement

Ask a colleague or colleagues to double-check your people-crafted aim statement and recommend improvements:

- Is the problem or opportunity clearly stated?
- Do you know what the team is going to do about the problem?
- Has the team set a numerical goal to quantify the amount of improvement they'd like achieve?
- Do you know the calendar date by which the team plans to achieve the goal?
- Is it clear who will benefit from the improvement?
- Is the scope of the project clear?
- Do you know why this improvement effort is important?

Finalising your aim statement

If necessary, refresh your people-crafted aim statement below: