

## Tool: Understanding your goal



What can I do with this tool?

Understanding your goal and break it down in doable steps will help you to gain insight in how you can achieve change of relevant people and organizations for your project. It shows you risks and opportunities. It makes clear who should be informed, who should be consulted and who should be partner in your actions.

For whom is this tool meant?

For professionals who help implement international agreements on biodiversity, climate change and sustainable development

What knowledge is presumed for using this tool?

To effectively use this tool, it is required to understand Key subjects 1-5 of the [course Strategic communication](#) on [Frogleaps.org](#).

When can I use it?

It is never too late to define or redefine your goal, but we advise you to do it as a first step in the beginning stages of a project. The sooner, the better! By focusing on a realistic first small step that will give you a decisive advantage, you greatly increase chances of success. One first success will lead to new successes more easily. If you work too long on a large unrealistic goal, you waste time and resources. You may even harm your reputation, or the reputation of your organization.

## How do I understand my goal and break it down in doable steps?

### Leading your way to big success by starting with small success

By focusing on a realistic first small step that will give you a decisive advantage, you greatly increase chances of success. One first success will lead to new successes more easily. Only this way you can identify who can help you to reach your goal. When you focus on 'One Big Goal':

- The problem will be too complex to solve
- There will be too many stakeholders
- The required behavior change will be too complicated.
- There will be too many threats to cope with.

The result – failure – will damage the relations between the people involved.

The exercises on the following pages will help you redefine you Big Goal and break it down in doable steps. Look for the first step that will give you a decisive advantage!

## Exercises to break your Big Goal into a doable sub goal

Find a quiet space with a flip chart and markers, ask a few colleagues to help you. You have already written your first formulation of your Big Goal on the flip chart.

### Your Big Goal: first formulation

Example from Our case of Simona: *'Stop the threat to Biodiversity in the park Boč throughout the whole year by all visitors'.*

Other example: *As modern extensive agriculture threatens biodiversity we need to convince farmers to return to traditional ways of farming.*

Explain to your colleagues the need to define a strategic first small goal that opens the way towards this larger goal. Discuss with them the following questions:

1. Is this goal too large, complex, far away, abstract?  
NO – go to the next question  
YES – make it smaller, simpler, closer, more concrete in your second formulation

### Your doable sub goal: second formulation

Example from our case of Simona: *'The beautiful and very rare Pulsatilla Grandis is the most important threatened species in the park. Most damage is done during the 1st of May celebrations when large crowds of visitors come for a few days of camping and partying on the mountain meadow, part of which is a Natura 2000 site. And in doing so they trample our rare flowering plants.'*

Other example: *The way and the time meadows are mowed with machines threatens the nesting of the Crex crex.*

2. Is the second formulation of your doable sub goal SMART? (Specific, Measurable, Achievable, Realistic, Time bound)  
YES – now you are ready to identify the potential role of communication to achieve your doable sub goal  
NO – make it SMART in your third goal formulation

3. Check if your doable sub goal is SMART:

- **Specific** and clear about the results to be achieved.
- **Measurable** so we know when we are successful.
- **Achievable**: agreement with your stakeholders, neither too ambitious nor too 'weak' about the desired change of knowledge, attitudes or behavior.
- **Realistic** within the availability of resources, knowledge and time.
- **Time related**: indicating when the results should be achieved

Your doable sub goal: third formulation to make it SMART

Example our case of Simona: *'Stop damage to the Pulsatilla Grandis by people who celebrate the 1st of May on Boč mountain meadows.'*

Other example: *'Next spring the first three farmers in the valley will identify the Crex crex nests and make a mowing plan that will save the nests and will not upset the young Crex crex.'*