Checklist on realistic goal setting

**GENERAL**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Description | ✓ | If the goals weren’t met, what do you learn from this? |
| What is the overall Goal? |  | [ ]  |  |
| What values do I want to transfer to the audience? |  | [ ]  |  |
| What knowledge do I want to bring to the audience? |  | [ ]  |  |
| What was the reaction of the audience? |  | [ ]  |  |

**CRITERIA FOR SETTING THE GOALS**

|  |  |  |
| --- | --- | --- |
|  | ✓ | If the goals weren’t met, what do I learn from this? How can I do it better in the next campaign? |
| Is it achievable? | [ ]  |  |
| Did I describe my object briefly? | [ ]  |  |
| Was it specific? | [ ]  |  |
| Was it clear? | [ ]  |  |
| Is it measurable (by dates etc.) | [ ]  |  |
| Is the topic relevant in today’s discourse? | [ ]  |  |
| Do I have a deadline? | [ ]  |  |