

GOALS

Goals are general statements of ways in which your organisation does or intends to address the needs expressed in your mission statement. Goals tell people what your organisation is and will be doing. When writing organisational goals, think of goals as outcomes.

Examples of goals could be:

- protecting wild land
- helping nature flourish
- connecting with wild places.

John Muir Trust

Reviewing organisational goals

1. Do your goals follow from the mission statement?
2. Do your goals tell people what we expect to accomplish as an organisation?
3. List / revise your goals so they clearly state what the organisation does or intends to do.
List your goals here:
4. What, if any, additional information do you need to complete your goal statements?
5. Who in your organisation should be involved in further development of the goals?