

Activity 2.2


Goal tending

Effective leaders have the vision to identify goals and help the team achieve them. Goals should be concise, attainable, generated and understood by the entire group.

Goal:

- To increase readership and to more accurately represent our school, we want to include more students in the yearbook this year.

Objectives are smaller goals that help you achieve the big goal.

Objectives:

- Track students photographed and quoted and seek out those who haven't been included.
- Add quote boxes to the design of each section.
- Increase the number of photos on the average spread to 20 instead of 7.

To demonstrate your knowledge of goals and objectives, generate a realistic yearbook-related goal and objective for yourself. Also, conceive a goal and objective that you believe would be realistic for your entire staff.

Personal

Goal: _____

Objective: _____

Staff

Goal: _____

Objective: _____
