

## Brainstorming and Consultation: Determine Goals



Project goals are the result of consultation and brainstorming sessions with key stakeholders and SMEs to identify each goal of the project. For goals to be effective, all project stakeholders must officially agree to them. The following are guidelines for the development of the project description:

1. Bring together key stakeholders for a planning meeting.
2. Gather responses to key questions from stakeholders.
3. Develop a draft set of goal statements for review by stakeholders.
4. Adjust the draft based upon recommendations.
5. Develop the project's goal statements.

The goal should answer the following questions:

1. What is the purpose of the project or what are you trying to accomplish? Ask stakeholders to describe each goal in a specific, clear and concise manner. List all goals that stakeholders describe in understandable terms.
2. Can you realistically accomplish the goals based upon the constraints of time, cost and quality?
3. What timeframe do you need to accomplish what you are trying to do? How long should each goal take to be completed? *(These are general estimates that will be further broken down and clarified when you create your Work Breakdown Structure.)*
4. When should each goal start and finish? *(These are general estimates that will be further broken down and clarified when you create your Work Breakdown Structure.)*
5. How would you measure and be able to verify the successful completion of each goal? How would you confirm when each goal is complete? *(This is answered later in this module by determining the project specifications.)*

6. Are all stakeholders in agreement that this is something that should be done? Have they an official sign-off on each goal? *(Use the goals and objectives document as an official document for sign-off.)*
7. By gathering and compiling responses to the above questions, you will be able to develop the *Project Goals Document*.