

## Themes and Goals - Telling Your Story

Themes, goals and objectives are part of the flow towards impact.

**Themes** refer to **subject matter** around which your program is organized and for which GOALS are created. (from Project Board)

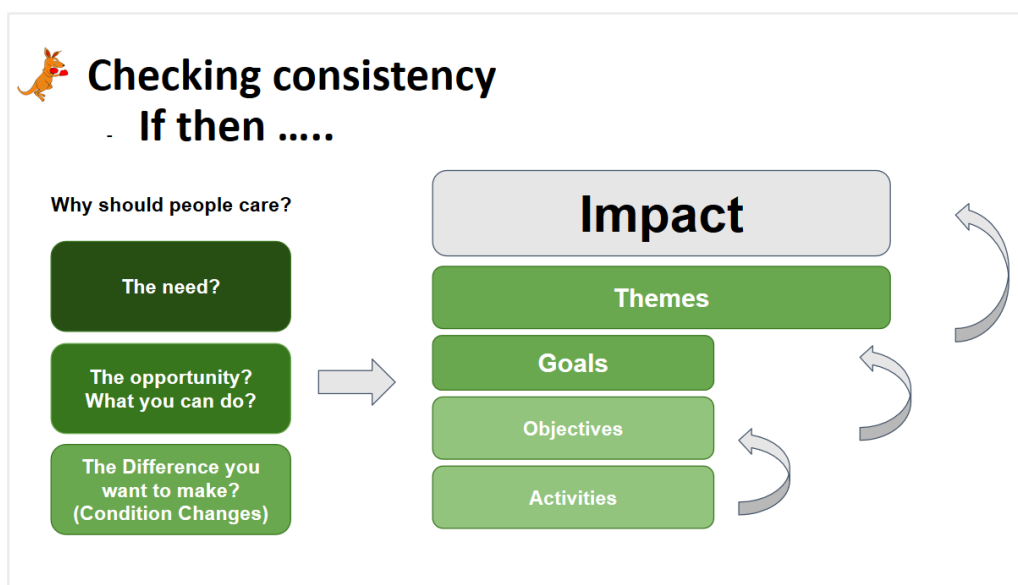


- Themes are very broad in nature.
- You may use existing ANR terms such as Strategic Initiatives, Program Team names, Public Values, Condition Changes, etc.
- You are welcome to develop your own – although using consistent language (e.g., UC ANR terms) helps group work.

**Goals** are a general higher level statement of your program’s purpose. You contribute towards a goal. (You rarely if ever achieve a goal).

**Objectives** are more concrete and specific in how the goal will be achieved. Also more closely related to the desired changes.

Your themes and associated goals are developed from your needs assessment, your identification of the opportunities and your assessment of the difference you want to make (see figure).



**Checking your logic.** If I do these activities, do I achieve my objective? If I achieve my objective will I be contributing to my goals and themes. If my goals are constructed around desired change (e.g., condition changes, then I will be having (or will be working towards) impact.