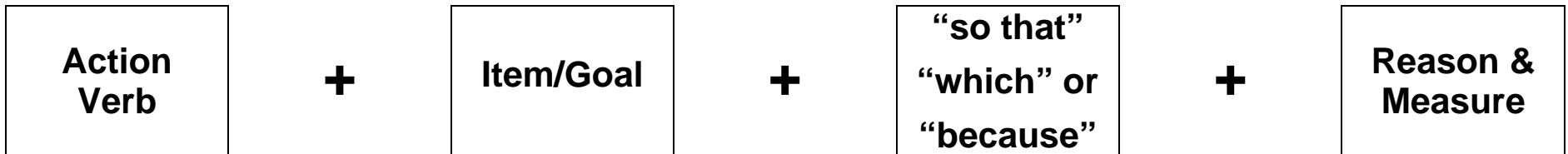


# Action Verbs!

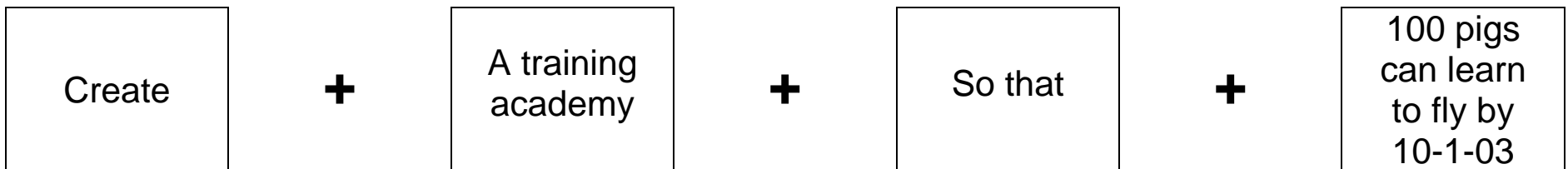
(use these in developing your Strategic Objectives)

Acquire	Create	Facilitate	Partner
Activate	Define	Formalize	Perform
Advocate	Design	Formulate	Prioritize
Analyze	Determine	Generate	Produce
Assess	Document	Identify	Promote
Collaborate	Educate	Increase	Pursue
Combine	Ensure	Initiate	Quantify
Complete	Establish	Investigate	Recommend
Compose	Evaluate	Measure	Refine
Conduct	Expand	Merge	Research
Consolidate	Explore	Monitor	Review
Coordinate	Develop	Obtain	Revise

# Structure of a Great Measurable Strategic Objective



A simple example. . .



## Structure of a Strategic Plan

<b>Objective:</b> Create a Training Academy so that 100 pigs can learn to fly by October 1, 2003.			
<b>Measure:</b> 100 pigs will be able to demonstrate their flying abilities by flying on October 1, 2003.			
<b>Strategy A:</b> Survey pigs who are interested in flying to develop an appropriate curriculum.			
Action Steps	Tasks	Who's Responsible	Due Date
	Create a mailing list of local pigs.	Membership Committee	5-01-03
	Design a survey and mail to pigs	Staff	6-01-03
	Compile survey results and create draft curriculum	Staff/Coalition	8-01-03