

GOAL	OBJECTIVES	ACTIVITIES	OUTPUTS	OUTCOMES	IMPACTS
Statement of the overall purpose of the project	Specific statements of what the project sets out to accomplish	Specific tasks to complete through implementation of the project	Immediate results (direct products of project activities)	Intermediate results (1 to 3 years after project starts)	Long-term results (3 to 10 years after project starts)
<p>What is the <b>key challenge or problem</b> your project is working to resolve?</p> <p>Language “To develop ... “To reduce ...”</p> <p>Visionary, high level statement.</p> <p>Long-term time frame.</p>	<p>More specific than a goal, project objectives reflect the <b>concrete changes</b> you are aiming to make through implementation of the project.</p> <p>A typical project will have 3-5 objectives;</p> <p>Try to limit to a few objectives.</p> <p>Determine the time required to achieve each objective (1-3 years).</p>	<p>Focus on the <b>key steps</b> necessary to achieve your objectives.</p> <ul style="list-style-type: none"> <li>•Identify participants, beneficiaries or stakeholders for each activity</li> <li>•What mix of activities will give you the greatest chance of reaching your objectives?</li> <li>•Check each activity or group of activities to see if it/they will <b>logically</b> lead to the desired outcomes; if not, then consider alternative activities....or ask yourself if your desired outcomes are realistic.</li> <li>•Stay within budget!</li> </ul>	<p>What are the actual <b>concrete products</b> of your activities?</p> <p>Could be quantitative or qualitative.</p> <p>Examples: “15 members complete the course” or “increased awareness of safety procedures”.</p> <p>Usually tracked for each quarter or year of the project.</p>	<p>What <b>changes</b> in behaviour, practice, policy or conditions will your project achieve?</p> <p>Timeline: typically see these results 1-3 years after the project starts</p> <p>Examples: “80% of course participants will apply the technology in their work” or “increased collaboration among network members”</p>	<p>What long-term changes will your project produce?</p> <p>Typically not realized or measurable until a few years after project commenced.</p> <p>“Impact” describes the ultimate changes you expect to see at a high level: organizational, community, society.</p> <p>Measuring impact requires adequate funding to undertake long-term research.</p>
Goals and Objectives represent the strategic direction of your project.		Activities comprise the Project Work Plan, which should include details for each activity (Who? What? When? Where? How?).	Outputs link directly to project activities; activities are what is done, outputs are the expected results.	Outcomes relate to your objectives; objectives are <u>desired</u> , outcomes are the <u>expected</u> results.	Impacts relate to goals; a goal is <u>desired</u> , impacts are the <u>expected</u> end-results.

**PROJECT LOGIC MODEL**