



Formulate  
Goals and  
Objectives

## Formulate Your Goals and Objectives

### Sample Goals and Objectives

Once research has been done to identify areas of greatest need, it's time to formulate goals and objectives that help guide development of the program and ensure that the outcome contributes to overall business success. It's important for program goals to be specific and quantifiable so an effective post-evaluation can be done.

Sample Program Impact Goals	Sample Objectives
Support corporate culture that encourages healthy lifestyles.	<ul style="list-style-type: none"> <li>▶ Identify a wellness champion and appoint a wellness manager with defined wellness responsibilities.</li> <li>▶ Form a Wellness Team with clearly defined membership, budget, and goals.</li> <li>▶ Conduct an environmental audit and health needs assessment.</li> <li>▶ Execute and evaluate an ongoing wellness plan.</li> </ul>
Increase productivity through reduced absenteeism, improved presenteeism, and reduced disability.	<ul style="list-style-type: none"> <li>▶ Achieve a 10% reduction in sick leaves over 2 years.</li> <li>▶ Achieve a 5% reduction in workers' compensation claims in 3 years.</li> <li>▶ Achieve a 10% reduction in short-term disability due to injuries in 3 years.</li> </ul>
Increase integration of wellness into employee benefits and corporate policies.	<ul style="list-style-type: none"> <li>▶ Integrate wellness elements (e.g., PHA) with health benefit coverage during the open enrollment process, for example:                             <ul style="list-style-type: none"> <li>• To have 100% of health-benefit-eligible associates and benefit-covered spouses complete a PHA.</li> <li>• To have 50% of associates attend a program roll-out workshop/webinar.</li> <li>• To have another 25% of associates complete the Web-based version of the program rollout workshop.</li> </ul> </li> </ul>

*continued*



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## Your Goals and Objectives

Use this blank chart to organize program impact goals and objectives for your organization.

Program Impact Goals	Objectives