

# Goals and outcomes

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Setting clear goals and establishing the outcomes that will tell you how you're doing in relation to your goals is essential.

Goals are also matched to your identified interpretive audiences.

Later, when you've developed themes, you'll want to come back to this worksheet and check to see if the themes are playing their role in achieving the goal outcomes. For now, you can leave that column of the planning table empty.

| <b>STRATEGIC GOALS</b>              |                              |  |                  |
|-------------------------------------|------------------------------|--|------------------|
| <b>Goal</b>                         | <b>Audience</b>              | <b>Goal outcome</b>  | <b>Theme (s)</b> |
| e.g.<br>Enhance visitor experiences | e.g.<br>Self-guided visitors | Visitors report a desire to engage in word-of-mouth recommendation of the interpretive experience. |                  |
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