

Planning Tool

Objectives and SMART Goal Setting



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| PROGRAM SMART GOAL | | | | |
| TARGET AUDIENCE | | | | |
| LONG-TERM Objectives | | | | |
| SHORT-TERM Objectives | | | | |
| CHOSEN STRATEGIES | | | | |
| RESOURCES NEEDED | | | | |
| IMPLEMENTATION STRATEGIES | | | | |
| MEASURES/TARGETS | | | | |
| EVALUATION OF RESULTS | | | | |

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| GOAL | INITIATIVE | ACTIVITES | MEASURE | OUTCOME | TIMELINE |
|------------------------|----------------------------|--|---|---|---------------------|
| Increase communication | Newsletter, memo | Walkarounds, Posters, staff meetings | # of activities, # clicks | Feedback, engagement surveys | Monthly / quarterly |
| Increase awareness | Wellness-focused campaigns | Intranet, event offered multiple times, e-campaigns, posters, LNLs | Clicks, # of touchpoints, # participants | Feedback, behaviour change, eval surveys | Quarterly |
| Increase participation | Wellness Challenge | Walkarounds, staff mtgs, wellness champs captains | # of teams, % of department, % population | Feedback survey, wellness champs | Semi-Annual |
| | Health Fair | Info booths, interactive, appointments, demos, trials | # vendors, # participants, # giveaways | Feedback surveys, wellness champ, vendors | Annual |
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For help with organizing your corporate wellness strategy please feel free to contact me personally.

meaghan@ewsnetwork.com