

Aim Statement Template

Name: _____

We aim to: (What are we trying to accomplish? Use words like improve, reduce, and increase to identify the overall goal. Make it specific, measurable, achievable, and relevant.)

because: (Why is it important? Answer the “so what” question and describe the rational and reasons to work on this improvement project.)

for: (Who is your specific target population/customer?)

by when: (specific time frame, i.e., month/year in which you intend to complete the improvement _____)

We will achieve this by: (How will you carry out the work and reach your overall aim? Think of the resources at your disposal.)

Our goals include: (What are our measurable goals? Think of the key changes you need to make. State them as numeric goals that are specific, measurable, achievable, and relevant.)

- _____
- _____
- _____

Example: Aim Statement

I aim to reduce the amount of time it takes my family to get up and out of the house during the week by 50 percent. We will accomplish this by May 2010. This is important because my husband and I want to get to work on time. I will achieve this by reviewing our current morning routine and identifying areas to eliminate or improve. My specific goals include:

- Reduce the time it takes to make lunches by 50%
- Reduce the time it takes to pick-out clothes and iron them by 50%
- Reduce the amount of time it takes me to get ready in the morning (i.e. washing/drying hair, make-up, etc.) by 50%