



Communication Planning Worksheet 1: Establish your Goal and Objectives

→ **Broad Goal:** What do you want to achieve over the long term? What is the change you are trying to create? What will be different after you achieve your goal? (Think 3-5 years.) Can you make your goal SMART (i.e. specific, measurable, achievable, relevant, and time-bound)?

Example: *By 2025, increase commercial lobster stocks within Klemmit Reef Atoll by 25%.*

Your Turn:

→ **Objectives Brainstorm:** What are some of the steps that can help you achieve your goal? (List the objectives you need to achieve to reach your goal. Think 12-18 months and make them SMART.)

Example: **Objective A:** *Engage 30% of fishers from St. Coral in the decision-making process to establish a new marine protected area (MPA) for Klemmit Reef Atoll by 2020.*

Objective B: *Decrease illegal activity in existing MPAs by 50% by 2020.*

Objective C: *Secure alternative livelihoods for 20 fishers from St. Coral by 2022.*

Your Turn:

→ **Objective:** What's the first measurable step you need to accomplish within the next 12 months to move toward your goal? Think highest priority or objective you'd like to tackle first. (This is the objective you will focus on for the rest of the planning process.)

Example: *Communication plan will focus on Objective A: Engage 30% of fishers from St. Coral in the decision-making process to establish a new MPA for Klemmit Reef Atoll by 2020.*

Your Turn:
