

Course work on wellwritten goals

[Technology](#), [Development](#)



Introduction

In an organization, goals provide the road map towards achieving its mission. The goals turn the organization's vision into reality and generally navigate the set course established by the organization. Effective goals must be recorded and written. This provides motivation to the team and act as a constant reminder to everyone (Wallace, 2010).

Characteristics of Well-Written Goals

One characteristic of these goals is that they must be specific with measurable results. The existence of quantifiable results is important in assisting the managers or owners to assess whether the business is performing or progressing as planned. The second characteristic is that the goals should be attainable. This involves setting goals which are challenging yet can be achieved with reasonable efforts. The third characteristic is that the goals must have a set time frame for their completion and must also be rewarding for both management and employees. This ensures that the goals will be time bound and motivate employees into meeting set timelines (Grusenmeyer, 2011).

Organizational Goals

The World Health Organization (WHO) directs and coordinates the authority for health in the United Nations (WHO, 2011). It provides the nations leadership on health issues globally; shapes agenda for health research; sets standards and norms; monitors and assesses health trends; and provides technical support to nations globally. Its Millennium Development Goals (MDGs) are as follows:

To eradicate extreme hunger and poverty

To promote equality between gender and empower women

To decrease child mortality

To increase quality of maternal health

To combat malaria, HIV/ AIDS and other diseases

To ensure sustainability of the environment

To develop a world- wide partnerships aimed at development

In order to eradicate hunger and poverty, WHO assists countries to conduct and plan nutritional surveys. It also assists in the development of national policies in nutrition while developing systems for nutritional surveillance. They also ensure that people suffering from diseases like TB and HIV have access to proper nutrition (WHO, 2011).

To reduce rates of child mortality, WHO promotes timely treatment of health complications in infants and management of diseases in children. It also ensures that immunization programs are expanded and proper feeding for infants and young children (WHO, 2011).

Conclusion

Goals increase performance of companies when they are clearly stated with specific objectives. The goals must also be challenging, promote an ownership sense within employees and encourage employee participation in their setting and review process (Grusenmeyer, 2011).

References

Grusenmeyer D. (2011). Mission, Values & Goals. Available at www.ansci.cornell.edu/pdfs/pdmission.pdf

Wallace K. (2010). Drake University Goal Setting Program. Available at http://facstaff.law.drake.edu/karen.wallace/goal_setting/resources.html

World Health Organization (2011). Millenium Development Goals. Available at http://www.who.int/topics/millennium_development_goals/en/