# Transcript: Goals, Objectives, and Deliverables with Joe Barnhart

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## [Opening music with voiceover]

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## Speaker (Joe Barnhart):

Hello, Joe Barnhart here, one of the course instructors for the capstone courses. I wanted to spend a little time in this audio file explaining some of the differences between the three components of goals, objectives, and deliverables. These might mean something totally different to you than what they do to the WGU evaluation folks. It's good that we are able to define them and give you some examples that you can use when you develop your own set of these three elements.

Now, remember that there needs to be a hierarchy of the three items, and the goals being the largest and then working down from there. Typically, there's no more than one or two goals to a project. If you make more than those, you'll find that you end up having to write way more material than you need to. The recommendation is to stick with one or two goals and then work from there. We consider a goal, the basically, the “what “and “why” of a project, the overarching reason why this project is going to take place.

Here's a good example. This project's main goal is to establish a secure and reliable wireless network for employees to connect to using mobile devices and for visitors to use when on-site. That tells me what it's going to be and why it's there. We are looking for information within the goal again, to give us a big picture, if you will, of what's going to happen in the project and why we're attempting to do that.

Underneath the goal or goals, if you're going to do more than one, but typically if you're going to go with one goal, underneath the goal would be a list of objectives. Objectives as we think of them at WGU would be considered basically small projects that we complete to meet or satisfy the goal. I'm looking for maybe four, five, six possibly objectives for a goal, typically again, more than that and you're ending up writing more than you need to. Depends on the project you have in place, but a lot of objectives, does create quite a bit of additional writing time for you.

An example of objective might be a simple statement like, understand the current need the credit union management and employees require for the wireless network. We're going to understand that. So we're going to go about trying to figure out what these people need for this wireless network. Again, simple project, small project, that is a part of the overall large goals. We've stepped down a notch, we're getting a little more granular, looking for a little more detail. I could continue to go down maybe the next one to be to understand the physical layout of each floor of the operations center and branch location. That might be another project that I have to do a part of this, if I'm doing this wireless project. Big goal, smaller projects, which we considered to be objectives.

Then within each objective, you have what are known as deliverables. Now deliverables I would label as tasks or jobs that need to be completed to meet the objective. If I'm going to do some assessment of a site or assessment of needs, then there might be a couple of different jobs that I have to do to satisfy that particular objective. Maybe I have to meet with management and union officials to do some discussion, and possibly I also have to provide some documentation that I can report back to whatever the stakeholders are.

Those would be two jobs that I would have to complete. Each objective should have at least two deliverables, two tasks or jobs that are going to be completed to meet that objective. If I only had one, then basically the objective and the deliverable would be the same thing. I'm getting a little finer detail, little more granularity as I step down this hierarchy.

Those are the three items that you would include.

Goal again, overarching, what and why of the project. We're looking at the big picture here.

Stepping down to objectives, we're looking at many or small projects that I need to complete to meet the goal, and then one step down from that. For each objective, I'm going to have at least two deliverables, which are going to be the jobs that are required to meet that particular objective.

That should help you understand what those three components are, how they fit in the hierarchy, and how they should relate to your own project.

I hope that helps you, take care.

## [Closing music with voiceover]

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