



AIM STATEMENT

What is an Aim Statement?

An Aim Statement provides a succinct summary of what the QI team hopes to achieve over a specific amount of time including the magnitude of change you will achieve. The Aim Statement acts as a 'North Star' by keeping the QI team focused on what they are setting out to achieve and guiding them throughout the project life cycle.

A well-written Aim Statement answers the following questions:

1. **How much?**
2. **By when?**
3. **For whom?** (or 'as measured by')

Aim Statements should also be '**SMART**':

- Specific**
- Measurable**
- Achievable**
- Realistic**
- Time-bound**

By following the SMART principles when drafting your Aim Statement, you will ensure you are providing sufficient detail so anyone who reads it will have a clear understanding of what you are trying to achieve.

It's important to note you will want to be as specific as possible when identifying your target end date. We suggest indicating a specific date, month and year. This will keep you and your team accountable to your goals. Generally, most QI projects take six months to two years to complete depending on the complexity of the quality issue.

Use the template on the following page to help you draft an Aim Statement to address the quality issue at your organization. In Step 1, you will use the boxes provided to answer the questions 'How much?', 'By when?' and 'For whom?' (or 'as measured by'). In Step 2, you will use your answers to draft a complete Aim Statement.





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How to write an Aim Statement:

A well-written Aim Statement answers three questions; 'How much?', 'By when?' and 'For whom?' (or 'as measured by'). Draft your Aim Statement by answering each of these questions in Step 1, then draft your Aim Statement in Step 2.

STEP ONE

Answer the following questions:

How much?

For whom?

By when?

STEP TWO

Draft your Aim Statement: