

## WRITING OBJECTIVES MADE EASY!

### WHY WRITE OBJECTIVES?

Objectives are tools used to:

- help members of the planning committee identify a common goal;
- indicate more clearly to potential participants what they may expect by registering;
- give more specific directives to resource people about what the planning committee expects of them in the activity;
- evaluate the activity.

### WHAT IS AN OBJECTIVE?

It is often a short sentence...

- that begins with an action verb (see list of action verbs overleaf).  
e.g., **prescribe** antibiotics
- that is written for participants.  
e.g., **at the end of the activity the participant will be able to** prescribe antibiotics.
- that is as specific as possible.  
e.g., at the end of the activity, the participant will be **better** able to prescribe **the latest antibiotics used in cases of respiratory infection**.
- that sometimes needs to be completed with more details (specific objectives);  
e.g., :
  - a) make a list of the latest antibiotics;**
  - b) compare them with those with which you are already familiar;**
  - c) choose the most appropriate one in view of the diagnosis.**

### SOME PRACTICAL ADVICE

- More often than not, when discussing an activity, members of a planning committee limit their discussion to potential subjects, such that the promotional material for the activity will only list subjects without providing objectives.
- As facilitator for the planning committee, allow your colleagues to discuss subjects to begin with. Then, ask them **what participants should be able to do after the activity you are organizing that they could not do before**. You will see that they will spontaneously begin their sentences with a verb.
- If the verbs they choose are vague, such as “know” or “know how”, suggest more specific action verbs, such as “identify”, “make a list”, etc (see overleaf).
- Do not forget that defining objectives requires a proper identification of the target audience and its educational needs.

**COGNITIVE OBJECTIVES AND ASSOCIATED ACTION VERBS**

CATEGORY	ASSOCIATED ACTION VERBS	
<b>KNOWLEDGE</b>	Choose List Identify Name Recognize Reproduce	Define Establish Measure Recall Write Emphasize
<b>UNDERSTANDING</b>	Classify Explain Identify Indicate Justify Compare	Choose Develop Illustrate Judge Name Represent
<b>APPLICATION</b>	State Choose Demonstrate Show Select Use	Calculate Build Explain Predict Find
<b>SYNTHESIS</b>	Choose Comment Connect Discuss Organize Rewrite	Combine Conclude Derive Generalize Specify Summarize
<b>EVALUATION</b>	Challenge Criticize Determine Avoid Judge Select	Choose Defend Evaluate Identify Recognize Maintain

**AFFECTIVE OBJECTIVES AND ASSOCIATED ACTION VERBS**

CATEGORY	ASSOCIATED ACTION VERBS	
<b>RECEIVING</b>	Accept Listen Promote Prepare Select	Assist Be aware of Perceive Receive
<b>RESPONSE</b>	Choose Derive Establish List Respond	Complete Develop Record Write
<b>VALUE</b>	Accept Increase Develop Influence Recognize	Achieve Decide Indicate Participate
<b>ORGANIZATION</b>	Associate Correlate Form Organize Find	Choose Determine Judge Relate
<b>CHARACTERIZATION</b>	Accept Change Demonstrate Identify Review	Confront Decide Develop Judge

