# Aim Statements

#1 Your Aim describes what you are trying to achieve.

#2 Your Aim solves a problem that is meaningful.

#3 Your Aim is actionable.

#4 Your Aim is supported by management.

#5 Your Aim is validated by staff.

#6 Your Aim is not a solution; it's a goal.

#7 Your Aim is broad enough to make a difference; specific enough to be achieved.

#8 Your Aim is the guidance system for team efforts.

#9 Your Aim may change forms as the project grows.

#10  Your Aim is a shame if it means something different to everyone who reads it.