

Goal Setting

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Purposes of Goal Setting

- To choose the right strategies and methodologies for engagement
- To be clear and honest about what one can reasonably expect to be the outcomes

Goals of Deliberation



Lay out the Pathway to the Goals

Activity	Outputs	Outcomes		
		Short-Term	Mid-Term	Long-Term
Core deliberation activities	Tangibles produced as result of activities	Expected changes in awareness, knowledge, etc. based on the activities and outputs	Expected changes in individual and group behavior, policy, etc. based on the activities, outputs, and short-term outcomes	Expected changes in policy, culture, conditions, etc. based on the activities, outputs, short- and mid-term outcomes

Getting to your Goals

Before Forums	During Forums	Following Up on Forums
<ul style="list-style-type: none">• Research & analysis of issues• Reach beyond usual suspects• Build trust of participants• Build clarity of expectations• Articulate topic & questions• Build facilitation capacity• Connect to decision makers• Plan events	<ul style="list-style-type: none">• Discussion materials framed for deliberation• Facilitators trained• Ground rules established• Areas of common ground, areas of disagreement and open questions or information needs identified• Participant connections and networks developed	<ul style="list-style-type: none">• Establish written documentation of deliberations and action steps• Expose other stakeholders and decision-makers to the deliberations• Demonstrate integration of deliberations into resulting documents• Respond to open questions and misinformation• Organization of follow-up events• Continuous facilitation capacity building