

Developing your project aim

Write or type in the the template below.

Overall problem/area issue	
Your purpose in wanting to improve this (WHY)	
Your proposed SMART aim statement	
What further scoping or tools will you use to understand the problem further	
What scale are you operating at within the system? (mico, meso or macro) and list the areas involved in your project	

This helps to clearly define your problem plan.



SPECIFIC: Clearly define what it is trying to achieve, by when and how this will take place. The idea is if someone 'external' reads it, they would understand what you are trying to achieve and why. No unclear language should be used, no solutions should be included. Your aim should be around 2-3 sentences.



MEASURABLE: Aim statement needs to include an outcome measure to understand if the aim has been achieved at the end of the project. It needs to be numerical, linked to what you want to achieve as the output and ideally include how much you want to improve by, for example a %.



ACHIEVABLE: Improvement should push you, but it is important that it is achievable, manageable and relevant. It should be within the scope of the service/teams/organisation's ability to carry it out. Don't attempt to do too much at once.



REALISTIC: The time frame by which you want to achieve it and what you want to achieve should be realistic. It must be reasonable enough to accomplish but not below expected standards, given the resources available (people/time/support) and it needs to be something you can influence.



TIME: The time period for the improvement needs to be clearly stated so there is an end date. (Day/Month/Year). This helps with creating a sense of urgency and better time management. If it is a very complex problem, you can start by thinking about the first stage you want to complete.

Example of an aim statement: To reduce the total number of inappropriate outpatient referrals sent by primary care 'X' that are rejected by secondary care in 'X' (list locations/organisations). This will be for 'X' specialties, and we aim to reduce them by 10 per cent by 1 January 2025. The intended benefit is to help reduce time wasted by services, improve patient care/experience by providing right care first time, and help reduce unnecessary delays for patients seeking care.