

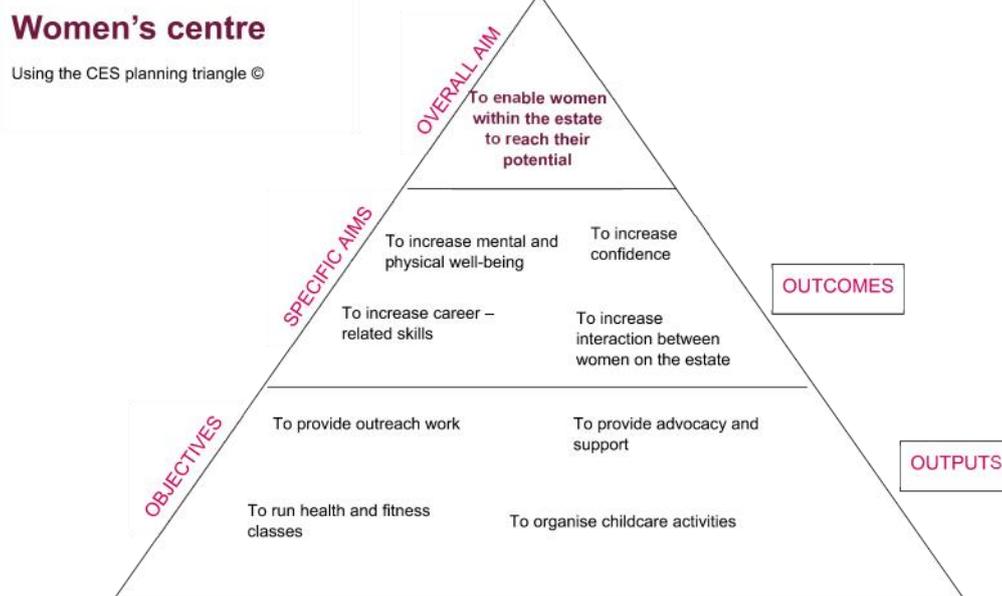
VCS Health and Wellbeing

Factsheet 3b: Planning Triangle

After reading this you should be able to use this tool to help plan your work

What is it?

CES (now part of NCVO) has developed a well-tested, simple, but highly effective way of presenting aims and objectives – the Planning Triangle. An example is:



Charities Evaluation Services – Case example

Aims and objectives always go together. They are quite different but are sometimes confused:

- **Aims** are the areas of change you hope to achieve as a result of your work.
- **Objectives** are the areas of activities that will make your aims happen.

It is helpful to think about two types of aims. An **overall aim** is like a mission statement. It tells everyone why your organisation or project exists and the broad effect it wants to have. It summarises the difference that your organisation wants to make for a specific target group. Because the overall aim is broad, it needs to be supported by **specific aims**. These are single statements about the changes an organisation hopes to make, the intended outcomes. There will usually be several specific aims.

You can create your own Planning Triangle using the blank on the next page.

1. What is your overall aim?:

Start by thinking about:

- Who is your target group?
- Where are they based?
- What issue/issues do they face?
- What is the positive change they want to see?

Draft an overall aim but then ask:

- Is it realistic?
- Is it clearly expressed?
- Does it contain one big idea?

2. Specific aims/intended outcomes.

These are the changes that will have to take place to bring about the overall aim:

- Think about the barriers to the overall aim?



- Then turn these into positive statements of change

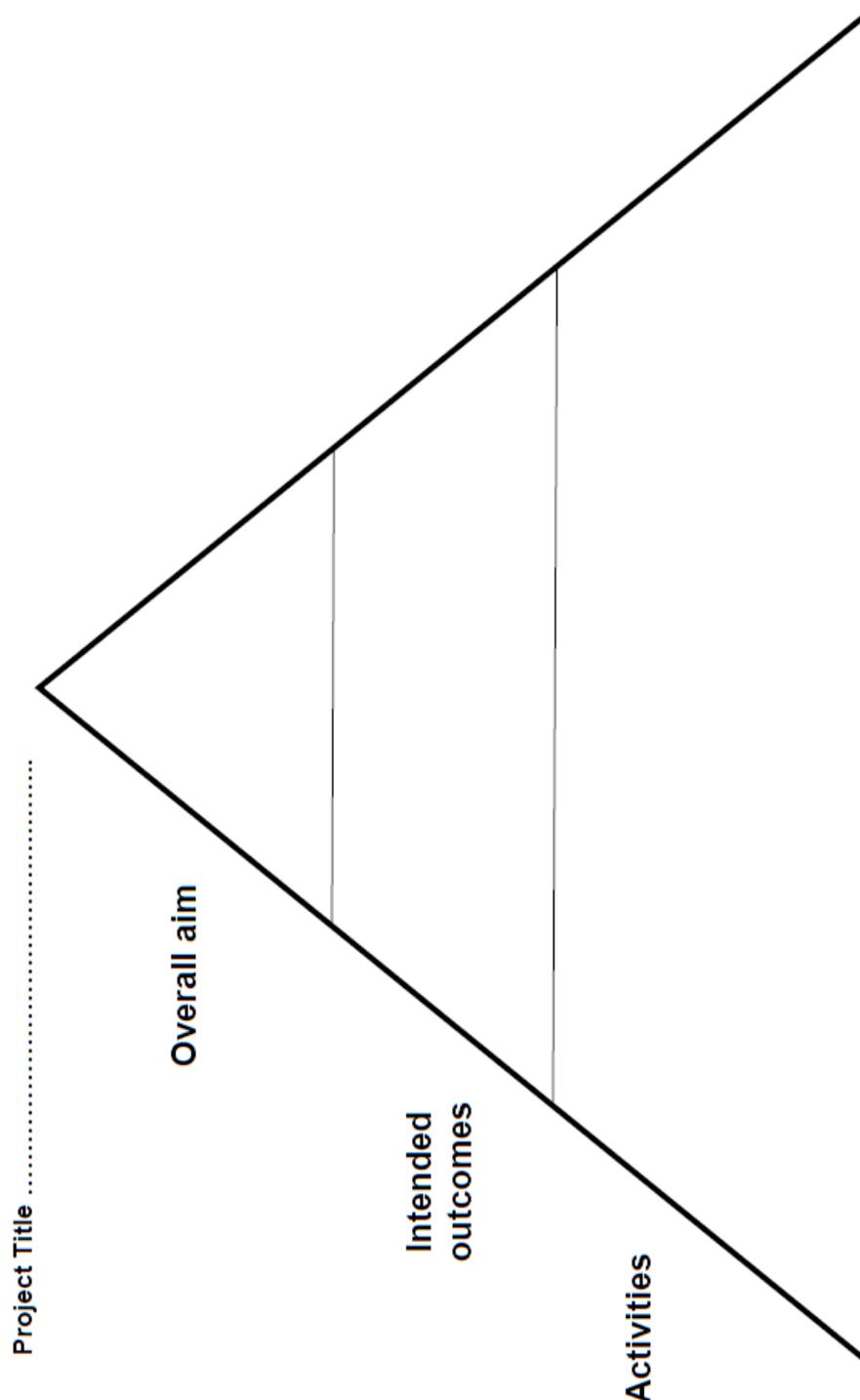
Check:

- Used the language of change: To increase/improve/enhance/reduce/prevent
- Clear and concise
- Clear logical link between aim and outcomes that you can easily explain

3. Identify the activities that will bring about the required changes.

Check:

- Use the language of doing: to provide/run /offer/deliver/organise/facilitate
- Clear and concise
- Logical link that can be easily explained
- Internal activities have not crept in: fundraising/research/evaluation/marketing/etc.



More Information

- For more information on CES Planning Triangle see https://knowhownonprofit.org/how-to/copy_of_how-to-create-a-planning-triangle
- This and other Factsheets are available from Bournemouth CVS (01202 466120) or at www.bournemouthcvs.org.uk/healthandwellbeing.asp