

# Tool Template: Aim Statement Worksheet

**What?** What's the problem or opportunity?

**How much?** By how much will you improve, or "how good" do you want to get?

**By when?** What is the date by which you will achieve the level of improvement you've set out to accomplish?

**For whom?** Who is the customer or population who will benefit from the improvement?

**Where?** What are the boundaries of the process or system you're trying to improve? Where does it begin and end?

**Completed aim statement:**

**Ask a colleague to check your work and recommend improvements:**

- Is the problem or opportunity clearly stated?
- Do you know what the team is going to do about the problem?
- Has the team set a numerical goal to quantify the amount of improvement they'd like to make?
- Do you know the calendar date by which the team plans to achieve the goal?
- Is it clear who will benefit from the improvement?
- Is the scope of the project clear?
- Do you know why this improvement effort is important?

