

— From the Pen of —  
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## **The Power of Goals**

Objectives clearly articulated and mutually agreed on in a group have a powerful effect. This concept more than anything else explains the supreme accomplishments of new organizations that accomplish a great deal in a brief period. Probably some of you reminisce about the old days of your church or organization when you accomplished so much. Of course, we tend to distort the past. We tend to remember only the good about the past and forget the bad. Someone has said: "There are only two good places to be: the place where you have just been and the place where you are going." We normally can look realistically only at the moment, but nonetheless it is a fact that new organizations are highly goal-oriented or objective-oriented and everything is subservient to the goal.

This need not to be exclusively a characteristic of the new or recently-emerged organization. It can be a continuing characteristic of any organization if we want it to be and if we are willing to make it so at all costs.

Let us see the powerful effect of clear objectives. Most good work in management is problem-oriented; that is, it aims at accomplishing some specific end, some goal, or it aims at achieving some terminal point. The definition of these objectives for the whole organization, for all subordinate organizations, and for individuals in it, is the logical starting place for management improvement. This is important. Many old, staid, ponderous, slow-moving churches and Christian organizations can be rejuvenated to a goal orientation. Many cannot. If it is possible, then it is so only as we make an attack on this subject of the objectives. Every book you read on the subject of management says the same thing. This is where we must start: the objectives for the total organization. Put this in a pyramid form. The top piece would be the objective of the total organization. Everything underneath this, every subordinate organization, must likewise be committed in this direction, though it will have goals all its own. This applies to the individual also. Every individual within this organization must have goals that are incorporated into the main objectives.