



Clarifying Aspirations, Outcomes and Behaviors



Step 1. Clarify Aspirations, Outcomes and Behaviors



Aspiration: The vision for what you'd like see happen



Outcome: The measurable result you'd like to achieve



Behavior: The specific action steps in the process

Aspirations, Outcomes, and Behaviors Workspace

Articulate Your Plans: Before designing strategies for target behaviors, let's get clear about the different categories of your plan.



Aspiration: What is the overarching dream you have in mind?

Examples:

- I'd like to feel financially secure.
- I'd like to have a strong and supportive relationship with my spouse.
- I'd like to recruit patient ambassadors to encourage others to stay healthy after heart failure diagnosis.
- I want to create a supportive blood cancer community.
- *Note: If you are part of a team, you may want to work through this individually first, and then compare notes as a team for a collective list.*

Aspiration(s)



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Outcome: What is the measurable result you'd like to achieve?

Examples:

- I'd like to save 3 - 6 months worth of living expenses in a separate account.
- I'd like to find one new hobby that my spouse and I can enjoy together.
- I'd like to recruit three new heart failure ambassadors by the end of the year.
- I want to find ten people who will join a start-up blood cancer community.
- *Note: If you are part of a team, you may want to work through this individually first, and then compare notes as a team for a collective list.*

Desired Outcome(s)



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Behavior: What are the specific action steps in the process?

Example 1

Aspiration:
I want to feel more financially secure.



Outcome:
I'll have 3-6 months worth of expenses in savings by this time next year.

Specific behavior:

I will set up auto-draft savings deposits on the 1st and 15th.

Specific behavior:

I will cancel two credit card accounts.

Specific behavior:

We will buy groceries on Sundays for cooking at home.

Specific behavior:

With car paid off, I will redirect the same payment amount into the savings account.

Specific behavior:

After I open the mail, I will check my savings account balance, and celebrate gains.



Behaviors

What action steps will need to be taken at specific "right now" moments?

Example 2

Aspiration:
I want to create a supportive blood cancer community.



Outcome:
I want to find ten people who will join a start-up blood cancer community.

Specific behavior:

Team member will research existing forum start-up software options and present next Wednesday.

Specific behavior:

Team member will set appointment with leader of related patient support forum to explore and document best practices.

Specific behavior:

Team member will find 30 active social media users who share blood cancer-related posts.

Specific behavior:

Team member will call or message influencers on social media to ask about collaboration opportunities.

Specific behavior:

All team members will keep a running list of what potential patient influencers would find valuable in leading this effort.



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Behavior: What are the specific action steps in the process?

Aspiration:

Outcome:



Specific behavior:



Specific behavior:



Specific behavior:



Specific behavior:



Specific behavior:



Additional behaviors



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Behavior: What are the specific action steps in the process?

Aspiration:

Outcome:



Specific behavior:

Specific behavior:

Specific behavior:

Specific behavior:

Specific behavior:



Additional behaviors
