

# Goal Definition Worksheet

## Transformation Roadmap — Step 1

*A companion resource from Agile Meets AI, Appendix D*

Avoid vague statements like "be more agile" and focus on specific outcomes. A well-defined goal aligns with the business strategy, specifies measurable targets, and describes what success looks like in practice.

<b>Goal Name</b>	
<b>Why It Matters</b> <i>Connect to business strategy</i>	
<b>Current State</b> <i>Be brutally honest</i>	
<b>Target State (12 months)</b> <i>Specific, measurable</i>	

### Primary Metrics

Metric Type	What We'll Measure	Target
<b>Leading Indicator</b> <i>What predicts success?</i>		
<b>Lagging Indicator</b> <i>What confirms success?</i>		
<b>Team Health Indicator</b> <i>Are people burning out?</i>		

## Defining Success and Failure

### Success Looks Like:

*(Concrete examples)*

### Failure Would Look Like:

*(What you're trying to avoid)*

## Dependencies

*What else needs to change for this goal to succeed?*

**Avoid Output Metrics:** Story points, velocity, features shipped, and sprint completion measure activity, not impact. You can have perfect velocity while building the wrong things.

From *Agile Meets AI: A Pragmatic Guide for Modern Teams* by Sheila Eckert  
[Download more resources at thesheilaverse.com/book-companion](https://thesheilaverse.com/book-companion)