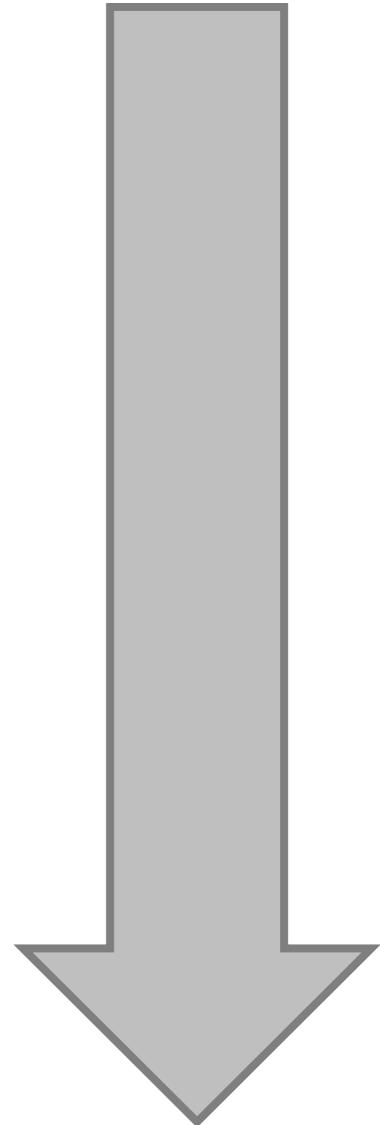


# How are goals, measures, and targets related?



## Goals

*What are we trying to achieve?*

Example:

Improved physical health

## Measures

*What will help us understand whether we are making progress towards our goal?*

Example:

Blood pressure,  
cholesterol level,  
Body Mass Index (BMI)

## Targets

*What benchmark (or level of performance) are we working towards in service of achieving our goal?*

Example:

Blood pressure of 120,  
cholesterol levels under  
200 (mg/dL), or  
BMI between 18.5 and 25