

Selecting Your Big Aim: CQI Worksheet

1. What is the problem or issue you're facing?

At this point, you don't need a lot of detail—just a concise, one-sentence description.

Example: An executive sponsor states, "Our Family Engagement Program is not working. Parent attendance in the program is simply too low."

2. What is the improved outcome you want to see?

Again, write down a simple description of what the improvement would look like.

Example: "Parent participation in the Family Engagement Program is too low and we need to increase parent attendance rates."

3. What is the process?

To correct the problem or issue identified above, what organizational process would you need to change to address the problem? Write down the name of that process below.

Note: It's common to uncover multiple processes contributing to the big aim. To start, select the process that you think has the most promise to impact the desired outcome.

Example selected process: In our example, the change team chose the "parent communication process."

4. Who is the customer?

Who is the person (customer) impacted by the process you identified in question two?

This customer can be:

- Someone outside your organization who receives your products or services
- An internal colleague
- A referral source or community partner

Write down your identified customer group below.

Example identified customer: In our Family Engagement Program example, the change team identified the customer group as “parents and caregivers of school aged children.”

Notes