SECTION 11 QUIZ

Objectives and Planning

Answer first, then check the key on the last page. The same questions are in the Udemy quiz and in the agenda.

1. Which of these is a result?

A. Publishing 20 posts
B. Sending a newsletter
C. Organising an event
D. 500 new contacts in the database

2. What are the four parts of a good objective?

A. Starting number, target, deadline, responsible person
B. Owner, coach, captain, fans
C. Idea, budget, logo, sponsor
D. Channel, post, hashtag, time

3. "Send a newsletter every two weeks" is...

A. A strategy
B. A result
C. An activity
D. An indicator of result

4. Why are objectives the common language with the management?

A. The management thinks in numbers; results speak that language
B. The management likes long reports
C. Objectives replace the budget
D. The league asks for them

5. What does high effort with flat results usually mean?

A. Something in the method is wrong
B. The season is over
C. The team is lazy
D. The indicators are wrong

6. What three questions does the one-page management report answer?

A. Who scored, who played, who was injured
B. How many posts, how many events, how many emails
C. What did we spend, what did we buy, what is left
D. Where are we, what is the main problem, what decision do we need

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ANSWER KEY

1. D — An activity is what you do; a result is what changes because of it.

2. A — "Grow the database" has no start; "from 1,200 to 6,000 by season end, owned by the data manager" is an objective.

3. C — A 40% opening rate would be a result.

4. A — Speaking in activities loses every budget discussion.

5. A — Effort indicators show the work is done; result indicators show whether it works.

6. D — Every report should lead to a decision.