HCO POLICY LETTER OF 20 MARCH 1984
CORRECTED AND REISSUED 2 OCTOBER 1985

(This policy letter is excerpted from HCO PL 18
Mar. 77R, Data Series 43R, EVALUATION AND
PROGRAMS. It contains data vital to anyone
writing programs and targets.)

(Only correction is Target Series number)

Target Series 6

TARGETS, MORE ABOUT

Your first program target must always be a production target—but you can't, in actual fact, write a pure production target. It would be impossible to write a pure production target because somebody would have to do it, and the moment that you have somebody there to do it you have organization. So there is a certain amount of organization that comes into it.

If I were evaluating an org right now, say its Dept 7, I would have to include in it, as its second target, beefing up Dept 7. First target would be for Dept 7 to do anything it could to handle its collections. And the second target would be to beef up that department forthwith, bang bang! Otherwise the production would not continue. It would break.

So there has to be immediate organization for production.

TERMINABLE TARGETS

Now how do you like a target like this: "Maintain friendly relations with the environment." How do you like that target? It is utterly, completely not a doingness target. It isn't a target at all!

Now if it said, "Call on so and so, and so and so, and make them aware of your presence . . ." and so forth, it could have a DONE on it.

Targets should be terminable—doable, finishable, completable.

REPEATING TARGETS

There is such a thing as a repeating target. You can accomplish it many times—it's like when you do org rudiments. Every time they do one of those targets a compliance is added to the compliance stat.

This is especially true of some targets in expansion programs.

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