

TTIP Objectives

Write your TTIP Objective with each of the components labeled in parentheses.

TTIP OBJECTIVE COMPONENTS

Timeline – When the objective will be accomplished

Target – The amount of change (increase/decrease/ improvement) that will be achieved

Indicator – The thing that will change/increase/decrease/ improve after achieving the objective

Population – The specific group the objective will focus on

Your TTIP objective components can be in any word order. They do not need to be in the order the acronym suggests.

TTIP MAD LIB:

The following format can be used to write the TTIP objective(s):

By _____ (When = Timeline) _____ (Who = Population) will
increase/decrease _____ (What = Indicator) by/to _____
(How Much = Target).

EXAMPLE TTIP OBJECTIVE:

By the end of 36 months (Timeline), the Tribal non-profit farmers' market (Population) will reduce the cost on a selection of 6 vegetables and 3 fruits (Indicator) by 40% (Target).