

Appendix A: How to Write Accountability

8. A Trade Officer's Objective:

"Increase Canada's profile in the Costa Rican market significantly through use of trade fairs, high-profile missions and visitors, and the development of extensive local contacts."

Action: use of trade fairs, high-profile missions and visitors, and the development of extensive local contacts

Purpose: increase Canada's profile in the Costa Rican market

Time Frame/Standard: significantly

What is meant by "results achieved"?

Results achieved by the employee vis-à-vis the major objectives that were set at the beginning of the appraisal year or assignment, provide the outcome of the major functions (objectives) performed by the employee and reflect the extent to which the employee has met his or her responsibilities. Assessing the results achieved should be quite straightforward if the major objectives were clearly defined and measurable, for example:

Major objective (see previous example no. 6):

"Establish and implement a strategy by the end of October for the use of the Post-Initiated Fund to heighten understanding of Canadian environmental practices and adoption of similar standards."

Results achieved:

"This officer was very effective with her use of the Post-Initiated Fund. By September 1, she devised a highly successful strategy which targeted local environmental groups through the use of an innovative newsletter. As a result, local media coverage of Canadian and environmental practices has been more balanced than in the past and has focussed, in particular, on new environmentally safe technology that has been used in pulp and paper plants."