**4M’s, a Strategy for Creating Highly-Effective Lesson Objectives**  
  
The 4M’s are the four criteria of effective objectives.

1. Manageable – “An effective objective should be of a size and scope that can be taught in a single lesson.” (p. 60)

2. Measureable – “An effective objective should be written so that your success in achieving it can be measured, ideally by the end of the class period. “  (p. 61)

3. Made First – “An effective objective should be designed to guide the activity, not to justify how a chosen *activity* meets one of several viable purposes. The objective comes first.” (p. 62)

4. Most Important – “An effective objective should focus on what’s most important on the path to college, and nothing else.” (p. 62)

**EXAMPLE:** I can accurately correct the spelling of three plural nouns in a given paragraph.

**NON-EXAMPLE:** Students will identify nouns correctly.

Source: Lemov, D. (2010) *Teach like a champion: 49 techniques that put students on the path to college*. San Francisco: Jossey-Bass.

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| **Learning Goal** | **Non-Example Objective** | **Why Isn’t It a 4M Objective?** | **Revised 4M Objective** |
| **Students identify and describe characteristics of the main characters in a novel.** | Students will be able to create a diorama of the characters in Huckleberry Finn. | *The objective was written to align with the activity the teacher wanted to use in class; it wasn’t Made-First. It is also not clear that building dioramas is the most efficient way to master a character development standard; it’s not the Most-Important next step toward an ambitious big goal.* | By the end of the lesson, students will be able to describe how authors develop characters and cite evidence from the text.  By the end of the lesson, students will be able to create a character sketch of Huck, Tom, or Jim that uses evidence from the text to reveal an understanding of the character. |
| **Students know the definitions of the mean, median, and mode of distribution of data and can compute each of them in particular situations.** | By the end of the class, students will average their test scores correctly. | *While this is measurable (students either can or cannot average a given set of data correctly), it should not take a full class period to accomplish. Further, the objective indicates that the objective was not Made-First, but rather focused on the lesson activity the teacher wanted to do with students.* | By the end of class, students will be able to define mean, median, and mode of distribution in their own words.  By the end of class, students will be able to compute the mean, median, and mode for a given set of data. |