How to Set and Achieve Your Goals

Why Goals Matter

- Even a great goal is nothing more than a dream if a team doesn’t know about it.
- 69% of teams report that goals are not communicated clear and consistently.
- Teams that communicate their goals clearly and consistently show a 21% increase in productivity.
- 30% of teams report that goals are not translated to action.
- Teams that translate goals to action see a 3x increase in productivity.

Why Goals & Teams Fail

- 28% of teams report that goals are not set with clarity.
- 3% of teams report that goals are not set with purpose.
- 87% of teams report that goals are not translated to action.
- 93% of teams report that goals are never translated to action.

Set and Achieve Goals

- A simple truth: your team can’t achieve a goal it doesn’t know about.
- 69% of high performing companies rank communicating business goals company-wide as the most effective and important way to build a high performing team.
- 70% of companies fail to achieve strategic change goals.
- 30% of managers have difficulty driving accountability.
- 72% of managers don’t hold people accountable or give constructive feedback when people are off course.
- 69% of employees know what they need to execute on to achieve organization goals.

Goals Don’t Inspire Achievement

- Don’t fear accountability.
- Celebrate progress.
- Drive with a Dashboard.

Execution is everything

- 50% of employees don’t actively engage in achievement.
- 93% of employees can’t translate a goal to their actions.
- 83% of employees say recognition is more rewarding than cash.

Goals Are Like Morning Coffee

- Goals should energize people.
- Goals should provide the purpose for work and extraordinary effort.
- Goals should stretch people to greatness but not be beyond their reach.

Plan to Achieve

- Break goals down into specific actions and commitments.
- Achieve the plan by reviewing progress against key commitments and your metrics at least weekly.

Less is More

- With goals, less is more. Limit goals to 3-5 to focus attention and help people make better choices with their time.
- Break annual goals into smaller chunks to galvanize execution and reduce risk of failure.

Define Success

- Establish the timeline for goal achievement and the metrics for success.
- Quantify what achieving your inspired goals looks like; use balancing metrics for things like revenue and quality to get the right results.
- Decide and communicate how goal achievement will be measured.

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