

5 TIPS TO SET GOALS THAT DRIVE PERFORMANCE

ALIGN TO STRATEGY

Set goals that align to company and team priorities.

Consider asking, "What are the company and team goals? How can I best contribute to our priorities?"



FOCUS YOUR EFFORTS

Prioritize to four or fewer goals. Goal prioritization increases focus to where efforts will yield the highest returns.

Consider asking, "What are the few promises I'm committing to deliver for our company?"

KEEP IT SIMPLE

High-quality goals are SIMple: Specific, Important, Measurable.

Consider asking, "Does my goal SIMply outline what I'll do (specific), why the goal matters (important), and how we'll know the goal was achieved (measurable)?"



GO BIGGER

Goals should be challenging and stretch our performance.

Consider asking, "Would this goal be challenging to meet and very challenging to exceed?"

ENLIST OTHERS

Transparently share goals and enlist others to provide ongoing feedback on goal progression.

Consider asking, "Would this goal, if achieved, add value to our team and company? What feedback do you have to improve how I'm progressing on this goal?"



SCIENCE + SIMPLICITY

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