



### Quick Tips For Goal Setting Effectiveness

- Utilize the SMART system of goal setting. Is the goal Specific, Measurable, Attainable, Realistic/Relevant and Tangible/Trackable/Timebound?
- Focus on the end result or desired outcome, not the process. Ask yourself, "What is the outcome I am looking for? How will I know I am successful?" This will be your goal.
- Goals should be concise and memorable. Avoid listing your action plan in your goal statement.
- Goals should be clear enough that you can say, "You did it" or "You didn't."
- You should have approximately 3-5 SMART goals.
- Your goals should align with the Divisional Goals, the Corporate Goals, the Mission and the Vision.
- Strategic Goals should drive the departmental, team, and an individual's professional goals. These should all be aligned.
- Put a target date containing the month, the day and the year. Avoid the use of target dates like "first quarter", "in the next 6 months" or "on-going".
- If you have a development goal that is about sustaining a behavior over time, write the goal as, "To establish a habit of \_\_\_\_\_ by ....."
- Avoid words like "improve", "enhance" and "er" words. These make the goal statements vague.
- To convert an "intangible" goal to a "tangible" goal, ask yourself, "What would they be saying or doing that let's me know they have achieved the goal?"
- Ask yourself, "If I achieve this goal, will I get what I want?" Think about any potential negative byproducts of achieving the goal. For example, increased revenues can result in reduced margins or a reduction in profitability, increased productivity can result in a reduction in quality. Make sure you build these into your goal statement.
- On behavior based goals, don't hesitate to list the specific behaviors you need to see. Avoid being too general, leaving your employees guessing at what you really want.
- Partner in the development of your goals. You will create greater levels of buy-in and a greater understanding by all of the desired outcomes.