

Advantage NOTE 15 – Setting great goals for 2014

Well it’s that time of year and many of us are setting our ambitions and goals for 2014 for business and personally. If we start with good goals and objectives we up our chances of achieving them or even exceeding them by 20%. So what do great goals look like?

- Goals and Objectives should reflect important changes or new outcomes desired not the routine.
- Set a small amount of SMART² Goals & Objectives, for you, your team or your team members.
- Improving what you do today should be expected, so your improvement targets for day to day performance should be set in KPI’s as the performance standard.
- State and record the reward and positive consequences of achieving the goals and targets, for the business, for you, for your team and team members. Understand the consequences of over and under achieving the ambitions.
- Commit to regular review, discussion and reporting of your performance

SMART² is an enhancement of the term SMART when applied to a goal or objective, in a SMART objective each letter has one meaning to guide in the definition of good/effective objective or goal statements. However it has been found that by enhancing it to where each letter has two guiding principles that stronger goals and objectives can be defined and written.

- | | | |
|---|---|---|
| <ul style="list-style-type: none"> • S <ul style="list-style-type: none"> ○ <i>Specific (Clear, Definitive &,Precise)</i> ○ <i>Short (Brief & Concise)</i> | } | Unambiguous focus on purpose |
| <ul style="list-style-type: none"> • M <ul style="list-style-type: none"> ○ <i>Measurable (Can be measured, a metric/target applied)</i> ○ <i>Meaningful (Symbolic, significant, relating to target value)</i> | } | Relevant indicator of progress |
| <ul style="list-style-type: none"> • A <ul style="list-style-type: none"> ○ <i>Attainable (Can be achieved, realistic)</i> ○ <i>Assigned (Owned, identified as responsible)</i> | } | Owner confidence in successful outcome |
| <ul style="list-style-type: none"> • R <ul style="list-style-type: none"> ○ <i>Relevant (Related, pertinent, connected)</i> ○ <i>Results based (Outcomes & Deliverables are clear)</i> | } | Visible output with impact where intended |
| <ul style="list-style-type: none"> • T <ul style="list-style-type: none"> ○ <i>Time Bound (time associated with achievement)</i> ○ <i>Traceable (connected, tracking, association record)</i> | } | Contributes to top goals in timeline |