

Lesson, Workbook & Notes for 2.1

Setting Goals





PERFORMANCE MANAGEMENT THAT WORKS

Lesson Overview

Part 1:

The benefits of Goal setting

.....

Part 2:

The types of Goals

.....

Part 3:

How to create and name Goals

.....

Part 4:

Goals & Timeframes

.....

Part 5:

The dangers of Goals without a framework

.....

Part 6:

A personal tip (not part of the course)

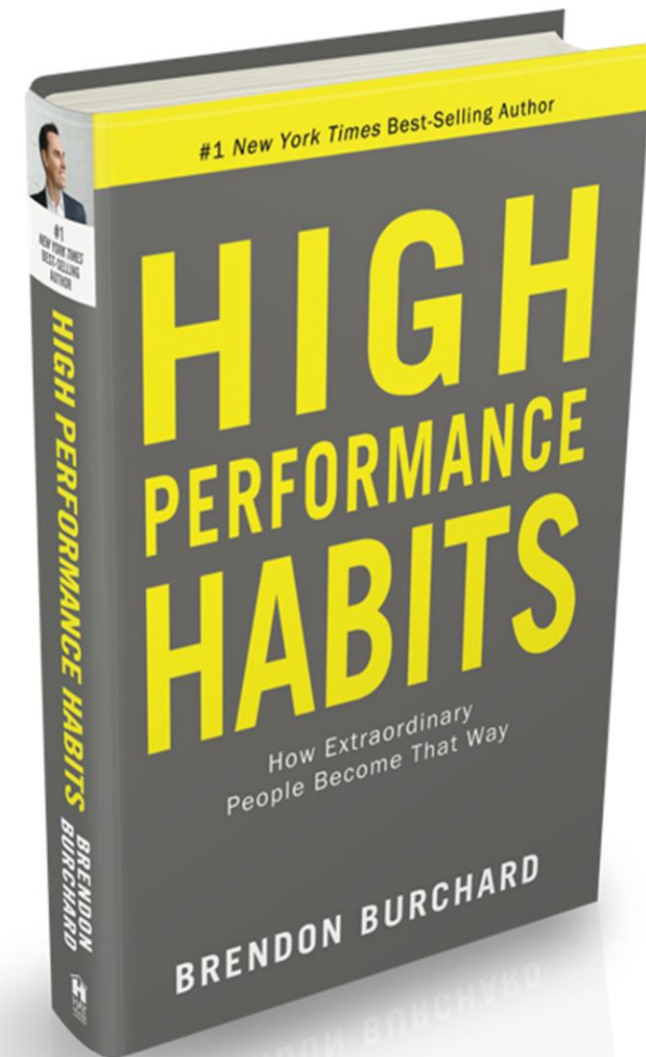
.....



Deloitte.

No factor has more impact on engagement than “clearly defined goals that are written down and shared freely”

Setting Goals Lesson, Workbook & Notes



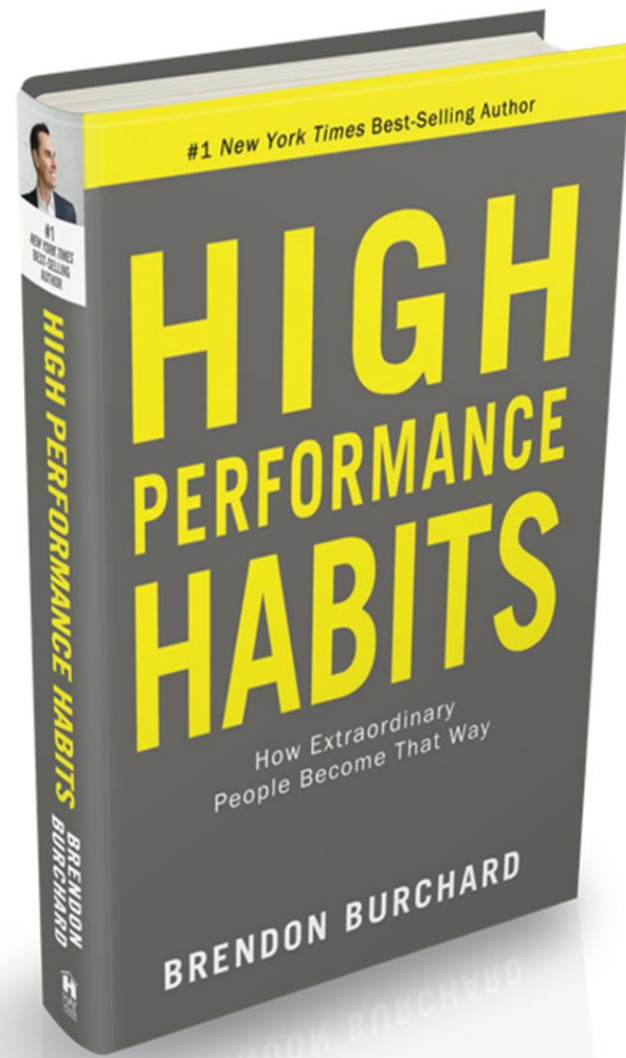
PERFORMANCE MANAGEMENT THAT WORKS

Brendon Burchard is a 3-time New York Times bestselling author, a globally respected high-performance coach, and one of the world's most watched, followed, and quoted personal development trainers with over 10 million followers across his brands. O, the Oprah Magazine named him "one of the most influential leaders in personal growth." Forbes.com named him "the world's leading high-performance coach." **Larry King called him "the world's leading life coach."** Success Magazine ranks him in the Top 25 Most Influential success teachers along with Oprah Winfrey, Dr. Phil, Tony Robbins, Tim Ferriss, Arianna Huffington, and Deepak Chopra.



Setting Goals Lesson, Workbook & Notes

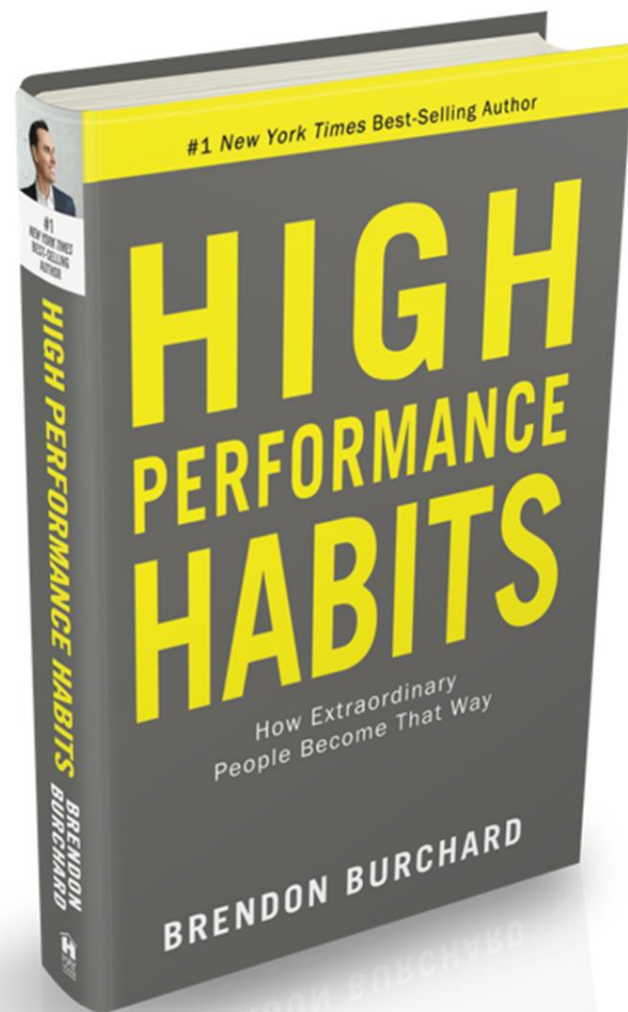
PERFORMANCE MANAGEMENT THAT WORKS



“People who set goals and self-monitor their progress are **2.5 times more likely** to achieve their goals than those who don’t.”











Brendon Burchard






PERFORMANCE MANAGEMENT THAT WORKS

10 Categories for Personal Goals

-  Health
-  Work & Finances
-  Family
-  Adventure
-  Friends
-  Hobby / Learning
-  Partner
-  Spirituality
-  Mission
-  Emotion



PERFORMANCE MANAGEMENT THAT WORKS

What is a goal?



A Goal is an idea of the future or desired result that a person or a group of people envision, plan and commit to achieve.

People endeavor to reach goals within a finite time by setting deadlines.

Setting Goals Lesson, Workbook & Notes



Setting Goals Lesson, Workbook & Notes



PERFORMANCE MANAGEMENT THAT WORKS



Objective

Objectives are the most common Goals in Business Strategy

It's the “**WHAT**” you are trying to achieve also known as **strategic objectives**

Normally +/- 3 Year timeframe

Objectives

PERFORMANCE MANAGEMENT THAT WORKS

WHAT is to be achieved,
no more and no less

The PURPOSE
is to set direction

Derived from your
vision or business strategy

Tips

- Write them in short and simple sentences

By definition, objectives are:

- Significant
- Concrete
- Action oriented (start with a verb)
- Aspirational & Ambitious
- Messages being communicated to your people

Do not try and cover everything

Avoid making them a shopping list of everything
that needs to be done

Objectives need to be focused

A formula for writing Objectives

Verb + **Adjective** + **Noun**
 Optional

Examples

Verb

Adjective

Noun

Optimise

Finished Goods

Inventory

Build

The sales pipeline

Create

A High Performance

Workforce

Recruit

High calibre

Staff

Enable

Self Service

Data Analytics



PERFORMANCE MANAGEMENT THAT WORKS

60 Ideas for Verbs

<ol style="list-style-type: none"> 1. Achieve 2. Activate 3. Adapt 4. Align 5. Anticipate 6. Attain 7. Attract <li style="border: 1px solid red; padding: 2px;">8. Automate <li style="border: 1px solid red; padding: 2px;">9. Build 10. Centralise 11. Coach 12. Connect 	<ol style="list-style-type: none"> 13. Codify 14. Collaborate 15. Control 16. Co-ordinate <li style="border: 1px solid red; padding: 2px;">17. Cultivate 18. Decrease 19. Define <li style="border: 1px solid red; padding: 2px;">20. Deliver 21. Develop 22. Direct 23. Educate 24. Enable 	<ol style="list-style-type: none"> 25. Engage 26. Enhance 27. Entrench <li style="border: 1px solid red; padding: 2px;">28. Execute 29. Expand 30. Gear-up 31. Grow 32. Implement <li style="border: 1px solid red; padding: 2px;">33. Improve <li style="border: 1px solid red; padding: 2px;">34. Increase 35. Ignite 36. Inform 	<ol style="list-style-type: none"> <li style="border: 1px solid red; padding: 2px;">37. Integrate 38. Learn <li style="border: 1px solid red; padding: 2px;">39. Leverage 40. Manage 41. Maintain <li style="border: 1px solid red; padding: 2px;">42. Maximise 43. Minimise 44. Merge 45. Modify 46. Navigate <li style="border: 1px solid red; padding: 2px;">47. Optimize 48. Persuade 	<ol style="list-style-type: none"> 49. Provide 50. Raise 51. Reduce 52. Replicate 53. Re-engineer 54. Refocus 55. Reshape 56. Restructure 57. Retain 58. Speed up 59. Solve <li style="border: 1px solid red; padding: 2px;">60. Streamline
--	---	--	---	---

PERFORMANCE MANAGEMENT THAT WORKS

Frameworks are there to help you write objectives, to stay focused and give structure to your objectives

Goals without a framework can be dangerous



Actual Goals



Misinterpreted Goals



Irrelevant Goals



Poor Alignment

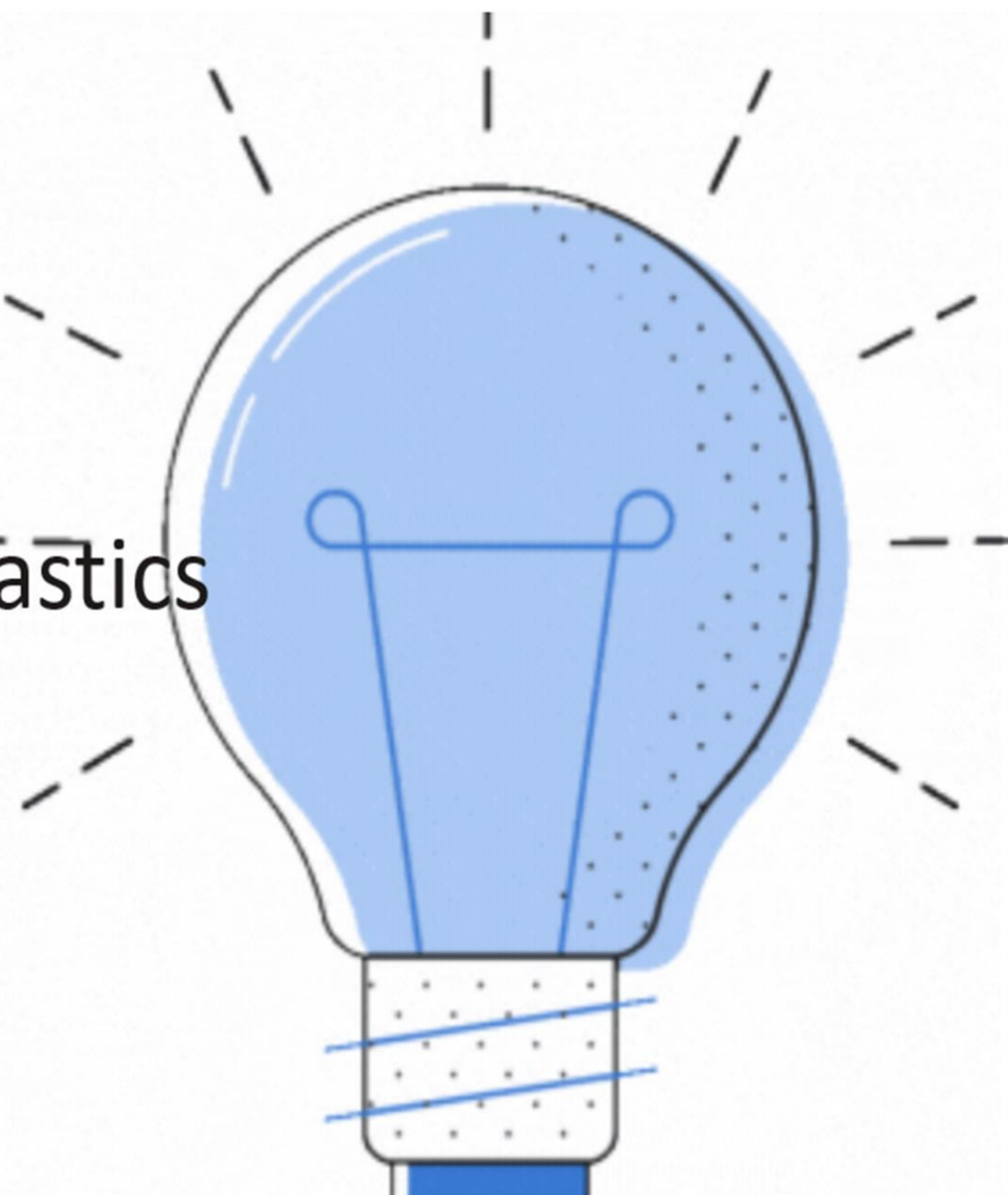


Arbitrary Goals

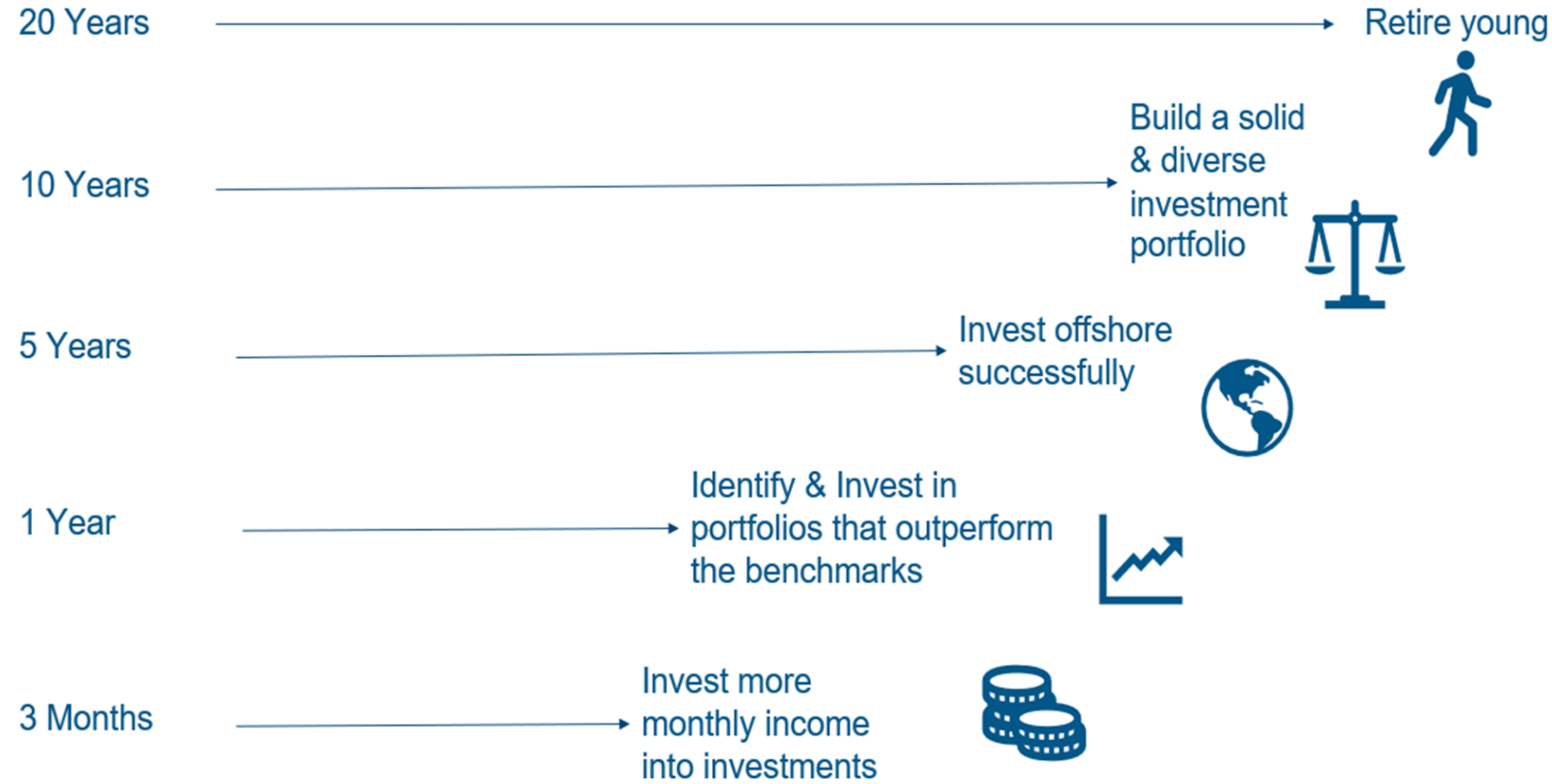


Confused or zero goals

It's Time for some Strategic Thinking Gymnastics
(i.e., without the help of a framework)



Thinking in Timeframes



Thinking with Dependencies



Thinking in Steps





In Summary

- Setting a Strategic Goal is the What, not the how
- Verb + Adjective + Noun is the best way to write an Objective
- Keep the sentence short, simple and aspirational
