

# Focus & Results

Objectives, goals & Workplan



# Objectives???

Do you have at the moment or did you have in the past 5 years any objectives you wanted to achieve in any field of your life (Professionally, Family, Health, Sports, Financials, Community, Social, ect')?



**“We choose to go to the moon in this decade”**

(John F. Kennedy, 1962)



# Why management by objectives?

- Create a focus of the effort in a clear direction
- Creates adrenalin to get the goal
- Creates order and structure in organizing the workload
- Enables support & training
- Clarify priorities to me & to the surrounding
- Creates focus over the daily routine



# Managing for results

## Objectives

A clear definition that is a derivative of the strategy

## Goals

A measurable definition for achieving the objective

## Tasks

Actions needed to take to achieve the goal



# Managing for results

## Objectives

# Start with your big rocks

Write 2 professional objectives you would like to achieve in the next 2-3 years



# Hula Hoop exercise



***“You can’t manage what you can’t measure.***

***You can’t measure what you can’t describe”***

Robert Kaplan and David Norton  
Authors of “The Balanced Scorecard”





# Managing for results

## Goals

S



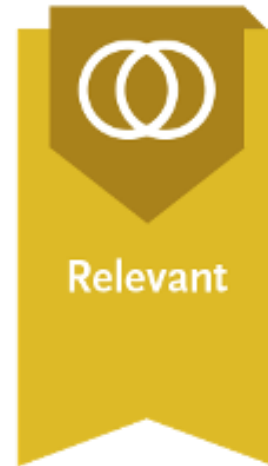
M



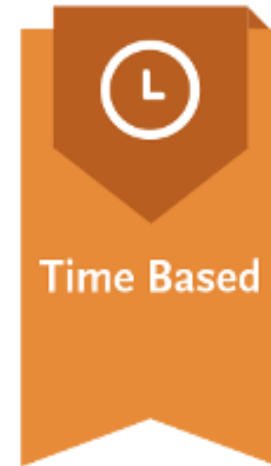
A



R



T



# How to set SMART goals?

<b>S</b>	What do I want to accomplish? Why is this goal important? Who is involved? Where is it located? Which resources or limits are involved?
<b>M</b>	How much? How many? How will I know when it is accomplished?
<b>A</b>	How can I accomplish this goal? Do I have the capabilities to accomplish this goal?
<b>R</b>	Does this seem realistic? Does this match our other efforts/needs? Am I the right person to reach this goal? Is it applicable in the current environment? Resources? How realistic is the goal, based on other constraints?
<b>T</b>	When should I be done? What can I do six months from now? What can I do six weeks from now? What can I do today?



# Setting SMART goals- Let's practice

- **Specific** (What do you want to accomplish? Who needs to be included? When do you want to do this? Why is this a goal?)
- **Measurable** (How can you measure progress and know if you've successfully met your goal?):
- **Achievable** (Do you have the skills required to achieve the goal? If not, can you obtain them? What is the motivation for this goal? Is the amount of effort required on par with what the goal will achieve?):
- **Relevant** (Why am I setting this goal now? Is it aligned with overall objectives?):
- **Time-bound** (What's the deadline and is it realistic?):

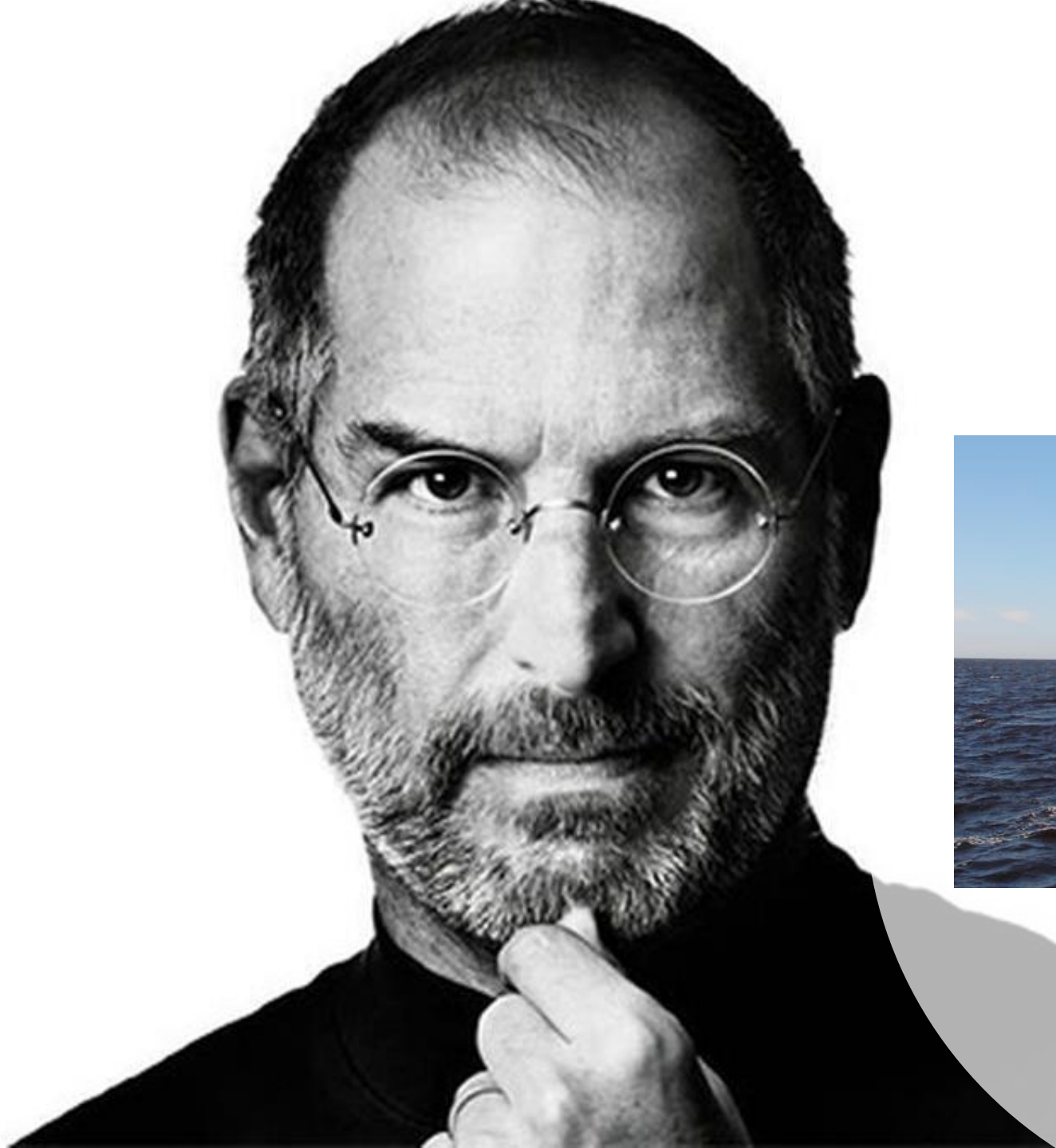
**S.M.A.R.T. Goal- Review what you have written, and craft a new goal statement based on what the answers to the questions above have**



**“From the battlefield  
I have learned that  
plans have no value,  
but planning is  
priceless.”**

D.Eisenhauer





# From Goals to Workplans

My Objective	Goals	Activities related to the goals	Due date	Critical partners	Measurement	Status



# Follow up



Keep an eye on the  
board

# Summary

What can I implement tomorrow morning?

