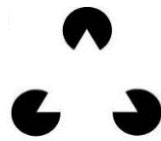


Team and Individual Goals: Be SMARTER

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Access

Setting team and individual objectives allows your staff to focus on a long-term unified direction by defining clear targets to reach and by measuring the progress towards those targets. It also helps to increase your staff engagement and their job satisfaction by offering them some personal rewarding challenges supporting their own development. Obviously the goals that you set should directly derive from your company strategy, match its values and take into account the missions and maturity of your team and each of its members.

Explore

A common management best practice consists in using the SMARTER method to define the objectives and follow-up on their execution. Put simply, a goal must be:



Specific

The goal must be explicitly defined and cannot be subject to individual interpretation or ambiguity.



Measurable

The goal must have clear quantitative and/or qualitative criteria to evaluate its completion.



Attainable

The goal must be challenging yet achievable (available means, level of authority to execute, skills to acquire, resources...).



Relevant

The goal must align to your company strategy, the team mission and the employee maturity and potential.



Time-bound

The goal must have a start date and an end date, with possible intermediate milestones and related expected outcomes.



Evaluated

The execution progress must be assessed by the manager through multiple checkpoints that should include feedback and guidance.



Recognized/Rewarded or Revisited

When reaching the end of the time allocated for the execution of the goal, the final evaluation performed against the completion criteria initially set must be shared by the manager. In case of success, the staff should be recognized for his accomplishment and possibly rewarded as well. If the outcome is below expectation, a detailed review of what went wrong and how things could be improved is necessary; situation and objectives need then to be revisited. In both cases, lessons learned should also be shared.

Develop

<http://leadersyndrome.wordpress.com/2012/02/13/setting-objectives-better-than-smart-is-smarter/>