



Management Growth Strategies

Strategic Goal Setting

Introduction

“Don’t be afraid to take a big step if one is indicated. You can’t cross a chasm in two small jumps.” (David Lloyd George)

Your job is to become an expert in time management. The starting point of becoming an expert is for you to set clear goals and objectives for every part of your life.

You can increase your productivity and performance by as much as 50% overnight by developing absolute clarity about what you want to do and how you can best do it.

Setting clear goals and objectives can have a more profound effect on your productivity than anything else you do.

In this lesson you will learn:

- To set career, family, personal and professional goals
- The key to prioritizing the key actions necessary to achieve your goals
- Identify the exact results you are expected to achieve
- To identify and remove the major obstacles between you and your goals

Strategic Goal Setting

One of the most popular ways of managing yourself and others is called, “Management by Objective.” You organize your life and your work around the goals that you want to achieve.

1 You need to have clear, specific goals in the three critical areas of your life.

- 1) **PERSONAL AND FAMILY GOALS** – these are the reasons why you work at your job.
- 2) **CAREER AND FINANCIAL GOALS** – these are your “how” goals, the things you do to achieve your “why” goals.
- 3) **PERSONAL AND PROFESSIONAL DEVELOPMENT GOALS** – these are the things you have to learn and excel in so that you can achieve your career and financial goals so that you can achieve your personal and family goals.
- 4) Your “what” goals help you to fulfill your “how” goals which enables you to fulfill your “why” goals.

2 To govern your life using management-by-objectives, you need four things:

- 1) You require a clear definition of the goal or objective that is to be accomplished.
- 2) You need a clear measure to determine when the goal has been accomplished, and what results you are attempting to achieve.
- 3) You need a plan to get from where you are to your clear, measurable goal or objective.
- 4) You require a timeline or a schedule that is clear to yourself and to others.

3

Your life only begins to become great when you decide upon your major definite purpose.

- 1) What is your major definite purpose, your most important single goal in life?
- 2) What would you want to be, have or do if you had unlimited time, money and resources?
- 3) Make out your own “dream list;” write down everything you would like to have in your life if you had no limitations.
- 4) What one great thing would you dare to dream if you knew you could not fail? Whatever your answer, this becomes your major definite purpose.
- 5) Make a list of things you could do to achieve your major definite purpose, and then take action on it immediately.

4

The key to success in life is your ability to set and achieve goals.

- 1) A clear goal enables you to focus single-mindedly on one thing at a time.
- 2) The person who can concentrate single-mindedly accomplishes vastly more than a person who cannot.

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One of your goals is to increase your productivity and value at work.

Ask the question, “Why am I on the payroll?”

- 1) You can’t hit a target that you can’t see.
- 2) If you don’t know where you’re going, any road will get you there.
- 3) You must develop absolute clarity about the most important results you are expected to accomplish.

6 An essential part of goal setting is for you to identify your Key Result Areas (KRA's).

- 1) A key result is something that you absolutely, positively must do efficiently and well to get the results expected of your position.
- 2) A key result area is defined as something that is under your control and responsibility.
- 3) A key result area is measurable and time bounded. What are yours?

7 Identify the core functions and activities of your job or position.

- 1) Focus on the most important things you do and contribute to your company.
- 2) Most people spend their time on low-value, no-value activities.

8 Determine your most important output responsibilities.

There are four ways to define an output:

- 1) It is under your control; you do not need permission or input from someone else to perform it.
- 2) Your output becomes an input for someone else, for someone else's job.
- 3) An output is measurable in quantitative and financial terms.
- 4) Your success in your job is always based on the quality and quantity of your outputs.

9

Identify your most important customers, the people you have to satisfy to be secure, paid well and promoted faster.

- 1) A customer is anyone who depends on you, or who you depend on, for success in your job.
- 2) Your boss is your primary customer. Your ability to satisfy your boss with what he wants and needs is central to your success.
- 3) Your staff are also your customers. Your ability to keep them happy determines your level of success as much as any other factor.
- 4) Your outside customers, those who purchase your product or service, must also be satisfied as well.

10

There is a simple six-step method for setting and achieving goals.

- 1) Make out a list of all the goals you want to accomplish in the foreseeable future.
- 2) Set priorities on your list, and determine which goals are more important and which goals are less important.
- 3) Create plans, lists of activities, for the most important goals you have selected.
- 4) Set priorities on the order and sequence of your plans and activities so that you know what to do first and what is more important.
- 5) Schedule your plans and activities on a day-by-day, and week-by-week basis for implementation.
- 6) Take action! Implement your plans according to your schedule.

11 You need a variety of goals for different time periods.

You need one month, six month and one year goals. You need three year, five year and ten year goals. You also need lifetime goals.

- 1) What do you really want to do with your life? If you could accomplish your most important goals, what would they be?
- 2) Imagine that your life is over and you are looking back. What would you want to have achieved in your life?
- 3) Write your own obituary. What would you like to have said about you at your funeral after you pass away?

12 Identify the obstacles that stand between you and your goal.

- 1) What are all the reasons that you have for not achieving your goal so far?
- 2) What sets the speed at which you achieve your most important goal?
- 3) What is the number one, biggest obstacle in your past today?

13 Identify the people, groups and organizations whose cooperation you will require to achieve your goal.

- 1) To achieve all your goals, you will need the assistance of lots of people.
- 2) You will need the cooperation of your boss, your family, your coworkers and your customers.
- 3) Ask, “What’s in it for them?” for helping you achieve your goals.

14 What are the additional knowledge and skills that you will require in order to achieve your most important goals?

- 1) To accomplish something you have never accomplished before, you will have to learn skills that you've never had before.
- 2) What is the most important knowledge that you will have to acquire to achieve your most important goal?
- 3) What is the most important skill you will have to develop to achieve your most important goal?

15 Identify the limiting step to achieving your major goal.

- 1) Your limiting step, or bottleneck, determines the speed at which you achieve that particular goal.
- 2) What is the major constraint that holds you back from achieving your goal?
- 3) Whatever your major constraint or chokepoint is, concentrate single-mindedly on removing that obstacle.

16 The greater clarity you have about your goals and objectives, and about what you really want, the easier it is for you to accomplish them.

- 1) Clarity enables you to visualize, to create an exciting mental picture of your goal as if it were already reality.
- 2) Clarity enables you to identify the most important things you can do right now to achieve your most important goals.

17 Imagine no limitations, and dream big dreams.

When you set goals, imagine that you have all the time and money, all the people and contacts, all the knowledge and skills that you need to achieve any goal.

- 1) Think in terms of action, of the steps you can take immediately to begin making your dreams come true.
- 2) The visionaries and dreamers have always been the movers and shakers of history.
- 3) Aim high; set big goals. Imagine earning two times, three times and five times what you are earning today.
- 4) Rewrite and review your goals each morning and evening, seven days a week.

Action Exercises

1 What are your three most important career goals right now?

1. _____
2. _____
3. _____

2

What are your three most important personal and family goals right now?

1. _____

2. _____

3. _____

3

What are your three most important personal and professional development goals right now?

1. _____

2. _____

3. _____

4

In terms of priority, what are your three most important goals in life right now?

1. _____

2. _____

3. _____

5

Why are you on the payroll? What specific, measurable results have you been hired to accomplish?

1. _____

2. _____

3. _____

6

What are the three main obstacles that stand between you and the accomplishment of your major goal?

1. _____

2. _____

3. _____

7

What additional knowledge or skill will you need to achieve your most important goal?

1. _____

2. _____

3. _____

What **one action** are you going to take immediately as the result of what you have learned in this lesson?
