

# GUIDE TO DEVELOPING AND COMMUNICATING GOALS

Your ability to identify and articulate clear and measurable goals is essential to your effectiveness as a leader.

Typically you might hear someone share a goal that is vague and hard to measure. For example, “I want to lead better meetings.”

See the expansion of this type of goal into a SMART goal in the table below.

## PART 1 - DEVELOPING YOUR SMART GOAL

SMART Element	Questions to ask yourself when formulating	Example
Specific action/goal	What is the specific achievement I want to make/action I want to complete?	Develop and share a written clear and effective meeting guide including (leadership rotation, agenda, expectations about preparation & norms) for 3 meeting types*.  *3 meeting types: <ol style="list-style-type: none"> <li>1. weekly small team huddles</li> <li>2. bi-weekly department lead meetings</li> <li>3. bi-weekly 1on1s with direct reports</li> </ol>
Meaningful	Why is this goal important to me right now?	The meeting process is aligned with my leadership vision of bringing clarity and structure to support my team’s ability to collaborate and work effectively.



<b>Accountability</b>	1. Who will hold you accountable with regular check-ins? 2. What happens if you go off track?	1. The PM that I assign to track this project, I will also share this with my leader and ask her to check in on my milestones 2. I will assess what caused the disruption, brainstorm a way to recommence work with added resources if necessary, adjust timeline if necessary and recommit
<b>Resources</b>	What inputs (time, money, mentorship) will I need to achieve this goal?	To clearly delegate this to the PM using the 10 steps to clear delegation tool. Need to review the project plan biweekly with the PM - establish regular meetings with him. Will use Asana to track accountabilities
<b>Time-stamp</b>	1. When is my target for achieving the entire goal? 2. What are my specific milestones for 3 and 6 months?	1. Full implementation and tracking by Jan 1, 2021  2. a) <b>3-month milestone:</b> written plan, shared with all stakeholders and survey administered to determine any unclear areas b) <b>6-month milestone:</b> develop criteria for an effective meeting with input from each meeting type stakeholder - test criteria and measure effectiveness against it for 2 meetings for each meeting type

## PART 2 - COMMUNICATING YOUR SMART GOAL

The work above is for your success. Sharing those details will not only bore your audiences, it will also weaken your leadership impression. When considering how to communicate about your goals consider “What’s important about this goal for you to share with this audience?” For example:

<b>Share with your Team</b>	<b>Share with your Peers</b>	<b>Share with your Leader</b>
The meeting process will support your ability to work collaboratively and effectively as a team.	I am committed to supporting my department to communicate effectively across the organization - this new focus on efficiency in our meetings will enable us to better support your teams.	The meeting structure that I am implementing for Q1 2021 will enable our team to deliver on our department’s priorities with increased cohesion and efficiency.  I’ve established 3 and 6 month milestones and will report progress regularly.