

## SETTING GOALS



Make it  
meaningful

People want to do work  
that is **meaningful**

In a study across 26 industries,  
90% of employees were willing  
to **earn less** in return for greater  
meaning at work.

Source: Anchor et al, '9 Out of 10 People Are Willing to Earn Less Money to Do More-Meaningful Work', HBR 2018. Based on a survey of 2,285 American professionals across 26 industries

Connect their goals to a **bigger purpose**.

Connect their goals to **their own** purpose.

**Align** their goals with broader  
business objectives.



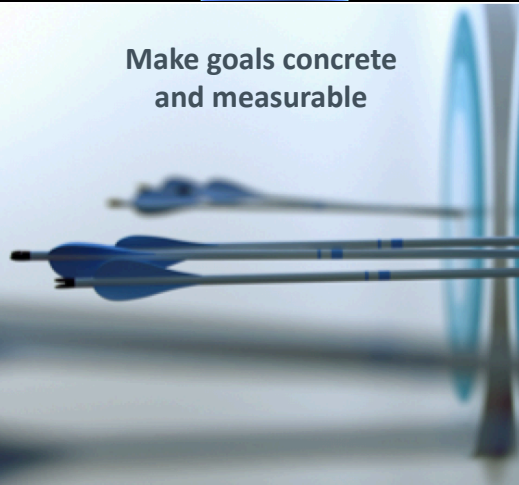
Make it  
focused

Our brain has limited  
attention capacity



Focus your people  
on a few key  
objectives  
and filter out all  
unnecessary noise.

Make goals concrete  
and measurable



Focus your people on a **few**  
goals.

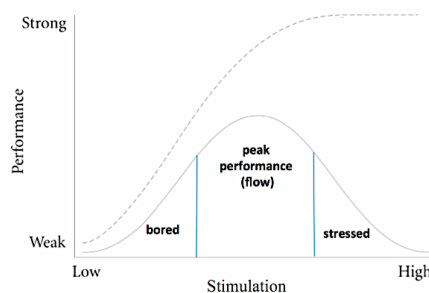
**Protect** them from noise.

Make their goals **concrete**  
and **measurable**.



Make it  
personal

Stretch without breaking



Based on Yerkes & Dodson, 1908.

**Involve** people from start  
to finish.

Focus on their **strengths**.

Create the right amount of  
**stretch**.