

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**.

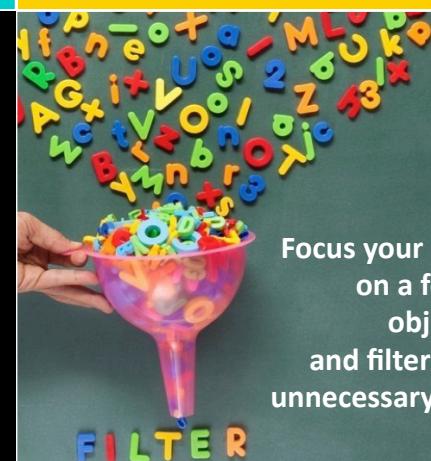
Connect their goals to **their own purpose**.

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.

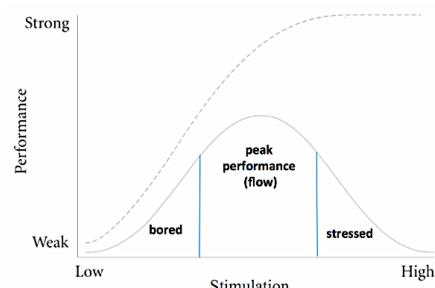
Protect them from noise.

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**.