



Set Goals – Three Sets of Questions

Team Tool

Here are questions to help you set and refine goals. Use any set or all sets you find helpful.

SET 1: Goal Setting: What is it, Why do it?

Use this set of questions to help you think clearly about goals you need to write.

What is the goal?

What is your desired outcome? Why do you want to go there? How important is it? How big an effort is it?

How will you know?

What will you see or experience when you've reached the goal? How will you know that you have made it...Or not?

How big is the goal?

Is the goal both challenging and achievable? Will the effort to reach the goal be worth it? Why?

How will you get there?

What needs to happen before you reach the goal? What steps will you take? What will you need to get there? Where will you find what you need? Who has the skills and knowledge to help you?



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Set 2: What are the right questions?

Use these questions to think through how you will share your goals with peers and your manager. Sharing your goals with others helps you both clarify and own your goals much more thoroughly.

What larger question are we trying to answer?

Before acting or analyzing ... define the question to be answered.

What "human problem" are we trying to solve?

It's important to remember that your team provides a service to people. You don't just "make money".

What is the customer's take on this?

Often "outside in" -- the customer's point of view -- helps clarify what you need to do to succeed in your market.



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Set 3: What questions help us plan?

Use these questions to think through how you will share your goals with your leadership team. Sharing your goals with others helps you clarify and own your goals much more thoroughly.

What is our destination?

Where are we going? Is it the right place? What will it look like when we get there? What will we do? What will our customers experience?

How will we get there?

What people do we need to make the trip? Do we have the right skills and equipment? How long will it take-how much time will we need?

Why is it important for us to reach that destination?

What difference would it make if we don't get there? Who would it affect? How would it help us if we arrived?
