

OBJECTIVE SETTING DONE RIGHT

5 Concrete ways to make it work



MAKE YOUR STRATEGY PREDICTABLE WITH A PROCESS OF OBJECTIVE SETTING

Create clarity and direction inside and outside your organization.

Accelerators

- Eco system helping you in the same direction (e.g.: partners, shareholders, etc..)
- Internal unity (team alignment)
- ...



Long term goals



Detractors

- Competitors
- Short term trends
- ...

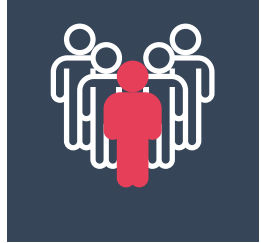
OVERVIEW

5 concrete ways to make it work

- 1** Objective setting is teamwork
- 2** Set aspiring long term focus domains
- 3** Use OKR (objectives & key results)
- 4** Make everything measurable
- 5** Celebrate successes

1 OBJECTIVE SETTING IS TEAMWORK





1. OBJECTIVE SETTING IS TEAMWORK

Top-Down Approach



Bottom-Up Approach



Board

Middle management &
sales partners

Team
members



1. OBJECTIVE SETTING IS TEAMWORK

A bottom approach creates involvement & commitment. It also stimulates creativity in the process.

Top-Down Approach

- Define a long term strategy with the board.
- Make a budget.
- Set overall targets.
- Brief middle management/sales partners to come up with a plan to reach these targets.

Bottom-Up Approach

- Let the team describe their own 'dream' for the company.
- Let the team set their own targets.
- Make teams present their plans with other teams and ask them to adjust accordingly.

Blend both outcomes

2

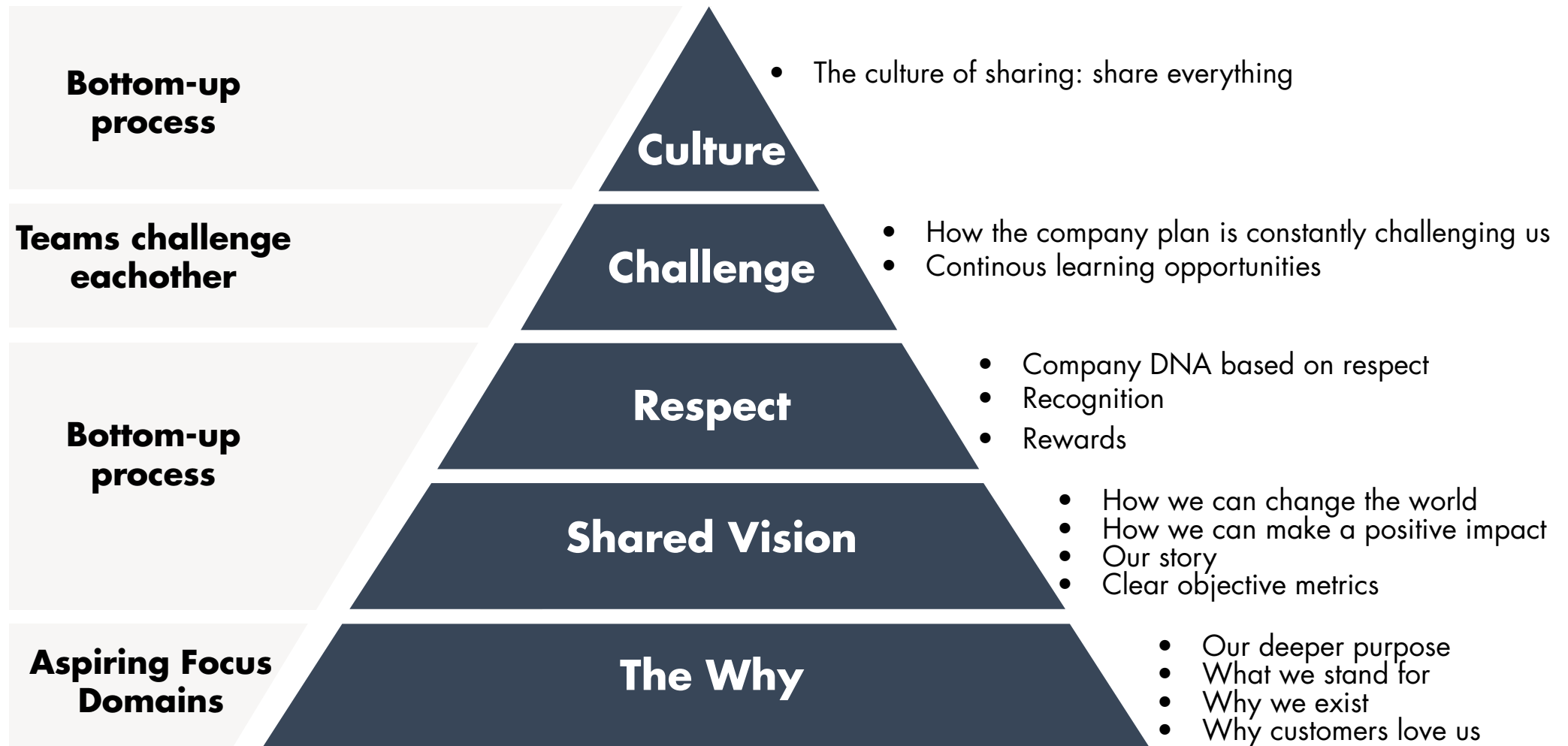
SET ASPIRING LONG TERM FOCUS DOMAINS





2. SET ASPIRING LONG TERM FOCUS DOMAINS

Take these 5 elements into consideration to create long term commitment and engagement.



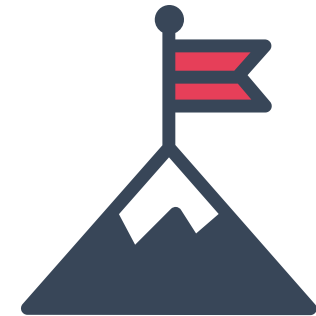


2. SET ASPIRING LONG TERM FOCUS DOMAINS

Make sure 80% of your objectives are linked to your long term focus domains.

Accelerators

- Eco system helping you in the same direction (e.g.: partners, shareholders, etc..)
- Internal unity (team alignment)
- ...



Long term goals

80%
of your
objectives



Objectives & Key Results (OKR)

Detractors

- Competitors
- Short term trends
- ...

3 USE OKR **(OBJECTIVES & KEY RESULTS)**



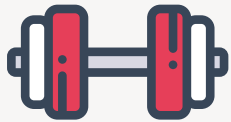


3. USE OKR (objectives & key results)

Seperate leading indicators from lagging indicators.

KEY RESULTS

Going to the gym



Drink more water

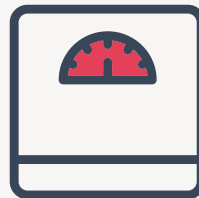


Eat healthier



NEXT YEAR'S OBJECTIVE

Lose pounds



LONG TERM ASPIRING FOCUS DOMAIN

Ending top 3 at the London Marathon



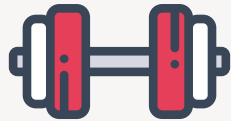


3. USE OKR (objectives & key results)

Seperate leading indicators from lagging indicators.

KEY RESULTS

Going to the gym



Drink more water



Eat healthier

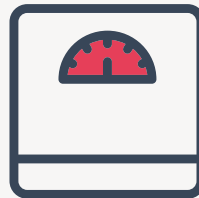


LEADING INDICATORS

KEY RESULTS

NEXT YEAR'S OBJECTIVE

Lose pounds



LAGGING INDICATORS

OBJECTIVES

LONG TERM ASPIRING FOCUS DOMAIN

Ending top 3 at the London Marathon



4

MAKE EVERYTHING MEASURABLE

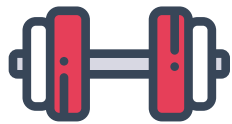




4. MAKE EVERYTHING MEASURABLE

Spend time in making leading **AND** lagging indicators measurable and use the right tools to measure.

KEY RESULTS



Going to the gym



Go to the gym 2 x per week



Drink more water



Drink 1,5L water per day



Eat healthier



Don't eat snacks after 4PM



5

CELEBRATE SUCCESS





5. CELEBRATE SUCCESSES

You're on a long journey, celebrate every moment you get closer to your objectives.



Daily

Eg. e-mail,
Slack,
in team...



Weekly

In team meetings:
'Wins of the week'



Monthly

In team meetings:
'Wins of the
months'



Quarterly

In team meetings:
'Quarterly awards'
and incentives



Yearly

In team meetings:
'Yearly awards'
and incentives

Don't forget...

**“IT'S FINE TO CELEBRATE SUCCESS
BUT IT IS FAR MORE IMPORTANT TO
HEED THE LESSONS OF FAILURE”**

BILL GATES



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