SETTING KEY GOALS

Key goals help to define and focus what you are going to accomplish and be accountable for within a specific time. When setting your key goals, you should consider all the work for which you are responsible, not just special projects. Prioritize 2-5 goals on which to focus.

START WITH A DRAFT

Before you start Step 1 of the Performance and Development Cycle, it’s a good idea to draft some short, rough goals, based on what you see as a priority in your current role. When you meet with your supervisor, you can discuss how these align with the departmental goals, agree upon the best ones to focus on and set some reasonable target dates.

CREATING SMART GOALS

Once you have confirmed your key goal areas, take another look to see if they meet the “SMART” criteria. Well-written, regularly monitored goals help clarify and focus workload. SMART goals follow the following criteria:

- **Specific:** Clear and concise
- **Measurable:** Includes quantitative or qualitative metrics
- **Aligned and Action-Oriented:** Aligns with departmental goals and can be broken down into actionable tasks (see Objectives below)
- **Realistic:** Challenging yet achievable with available resources
- **Timely:** Includes a reasonable target date for completion

Examples of SMART goal statements:

1. Increase web-based book sales by 10% while keeping costs constant from January 1st, to December 31st.
2. By August 1st, deliver new Performance and Development training for pilot group supervisors and have 90% or more of the target group indicate a satisfied or better evaluation of the training.
3. Produce a new records storage system to accommodate 20% increase in service levels by September 1st.
4. Renegotiate all current stationery supplier contracts to ensure that all partners are working under the new contract guidelines by year end.
5. Greet every customer with a smile and a pleasantry each and every interaction every day.

OBJECTIVES

Objectives explain the concrete steps required to accomplish a goal. It might be helpful to write down the specific actions and tasks required to support each goal. For example:

**Goal:** Increase web-based sales by 10% while keeping costs constant from January 1st to December 31st.

**Objectives:**

1) Meet with computer store staff over the summer months and develop a marketing plan by December 31st.
2) Create an events and sales calendar for the year by end of June.