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Making the workplace a better place to be
with Donna Obstfeld (Chartered FCIPD)



GOALS AND OBJECTIVES

“You got to have a dream, If you don’t have a dream, How you gonna have a dream come true?”

Words from the song from the musical South Pacific... Why have they struck a chord with me? Because they are so true – this was really brought home to me during the post Olympic event interviews, listening to both medal winners and those who got as far as the Olympics but didn’t quite manage to win a medal. These words are as relevant to sport as they are to work and to life in general. In life they may be referred to as aspirations while in work they are often referred to as goals or objectives.



Do you want to get a pay increase, win that promotion, or perhaps secure that once in a lifetime deal? These things don’t fall into your lap; you have to work for them. You need to have a plan, make things happen and take opportunities, even creating them yourself if necessary.

In work, you will often find that goals and objectives are set by managers and cascaded down through the business. In good organisations, the employees get a real opportunity to identify their own goals and

objectives based on where the business is going and what the employee wants to achieve. Goals may be business focused i.e. to secure an average of £50,000 worth of sales per quarter, or developmental i.e. to achieve a promotion to Team Leader by the end of the year.

As a manager or business owner, it is essential that your staff have SMART goals to motivate and inspire them. Your business will be better and stronger with robust performance management underpinned by effective goal setting.

If you are inspired by what has been achieved by our Olympians this summer, turn your enthusiasm and

energy to your advantage, and set yourself some goals – for life and for business. Write them down and share them with someone who will hold you accountable for achieving those goals. They could be as simple as to take more exercise or to take a couple of hours from your busy schedule for ‘me time’. They could also be to exceed your targets at work. Whatever your goals are, the Olympic athletes prove that by, being focused, determined and motivated brings results, achievement and pride, all within your reach.

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