

Inspirational Goal Setting For Teams & Groups



**A Step-By-Step Process On How To Set Team
Goals That Inspire And Motivate**

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Introduction

Goal Setting is one of the cornerstones of motivation...for individuals, for teams and for companies. Without a clear picture of what you want to achieve it is very difficult to motivate people to do anything.

In this fast moving times that we live in, it is important that teams do goal setting on a regular basis.

Most companies and managers have a broad vision for their team or company, but they very seldom stop to set common goals for the next three months with their employees.

If a group or team have a clear picture of what they want to achieve, their chances of achieving it is much higher. And if that picture inspire and excite them, then their chances of achieving it rise exponentially. The power of these emotions should never be underestimated.

Moreover, if each individual can see the link between their own goals and that of the team and company, they will be much more motivated

That's why I recommend that you encourage everyone in your team to do the individual goal setting exercise in the other e-book that you received with this one, "**A Guide To Inspirational Goal Setting**"...Remember individual motivation precedes team motivation.

Excitement and positive emotions is the fuel that drives a team towards their goals... and the closer they get the more excited and inspired they become. This provides more fuel and motivation and in the end, it creates a positive spiral that drives them towards their goals.

But the first step in finding that initial fuel is to get that excitement and inspiration in having a clear picture or goal of what your team want to achieve.

The following process will help you to identify three goals to focus on for the next three months. The nature of the exercise will bring out the most important three goals that your team need (and want) to focus on.

Not only that, but it will help you to have a crystal clear vision of what you want to achieve as a team in these areas...a vision that will excite and inspire you and provide that necessary fuel that drives each individual to action.

Enjoy the journey

Derik

Outline of the process

In this goal setting exercise we will cover the following steps:

- Unpacking All The Aspects That Influence Your Team
- Eliminating Certain Areas
- Grouping Together
- Identifying Three Key Areas
- Set Three-Month Goals
- Polishing Your Goals So They Inspire And Motivate Everyone

Before we start the process, you will need the following:

- Flipchart and Paper
- Flipchart Pens
- A room with tables and chairs
- Lots of enthusiasm

Ready? Then let's start...

Identifying Your Team Goals

Step 1: Unpacking...

This step is about making a list of all the things that influence your team right now... the good and the bad...the things that you are satisfied with and the things you want to change. Don't judge and don't hold back. The list usually consists of between 20 and 40 things.

Don't go into any details. We don't want to unravel the past. Just name them.

Here is a process on how to get the whole team involved:

- Ask the team to name all the aspects and things that influence the team at this moment of time.
- Flipchart all the things that they mention. Don't judge and don't discard anything...you are not doing the actual goal setting yet.
- *A word of warning:* At this stage some people will start to discuss the details of some points. Stop them from doing that. We don't want to get into any details and drama at this stage. It doesn't matter how important it is...you can always discuss it at another meeting. Going into the details and drama is the quickest way to sabotage this process.
- If there are people that are not vocal, get them involved by asking them which things impact their job at this stage.
- Carry on until you have at least 20 points on your list.

Here is an example of such a list:

Budget
Stakeholders
Relationships
Time
Revenue
Internal Customers
Gossip
External Customers
Office Layout
Office Location
Promotion and Marketing
Our products
Internal Communication

Relationships with other departments

Our image

Our service

Infrastructure

Long Working Hours

Administration

Our team structure

Our team culture

Social Gatherings

Pay and pay increases

Trust between team members

New Products

Our meetings

Cooperation from the Board

Projects

Red Tape

Get down as many as you can. It's important to keep in mind that we are not just looking for things that you are unhappy with. We are looking for EVERYTHING. We are not doing any goal setting yet.

Make sure that you have covered all of the following areas:

Customers, Relationships, Culture, Budget, Trust, Marketing

If you are happy with the list, move on to the next step...

Step 2: Eliminate Certain Areas...

This step is about getting the things that are not important out of the way. We want to focus everyone's energy on the areas that will really let the team grow.

Brainstorm the list and scratch out the following areas:

Satisfying Areas

These may be important areas, like your revenue or office space. But it is also areas with which you are highly satisfied with. You are getting what you want or you are on your way of doing so. We don't want to change that.

Areas where there is a structure in place

These areas are also important to you, but you already have a structure in place. Maybe you want to improve your financial system, but have already started to implement a new system. We don't want to change that.

Insignificant Areas

These areas are really not that important to you at this stage. Maybe you want a new coffee machine, but it is not at the forefront of your mind. Scratch it out

Areas Where You Have No Control

You don't want to work on areas where you have no control.

How do you identify these areas?

It's areas where you need someone else to change or do something before you can achieve your goal. "*We want Human Resources to be more supportive*" is an example of such an area.

You have no control over any other person or department

If you are in doubt, rather leave it on the list. If it is really not important, it will sort itself out later on in the process.

Let's have a look at what the list MIGHT look like at this stage of the process:

Budget
Stakeholders
Relationships
Time
Revenue
Internal Customers
Gossip
External Customers
Office Layout
Office Location
Promotion and Marketing
Our products
Internal Communication
Relationships with other departments
Our image
Our service
Infrastructure
Long Working Hours
Administration
Our team structure
Our team culture
Social Gatherings
Pay and pay increases
Trust between team members
New Products
Our meetings
Cooperation from the Board
Projects
Red Tape

If there is a debate as to whether a certain point should stay on the list or not, rather leave it there...as I've mentioned, it will sort itself out later in the process.

Let's move on to the next step...

Step 3: Grouping Areas Together That Belong Together...

Now you need to take two or three flipchart pages and paste it to the wall. Draw four to eight circles on these pages altogether. Make sure the circles are big enough to write on the inside.

In these circles, draft the areas from your list that belong together into the same circles.

Involve the whole team again and brainstorm the process.

You don't have to fill all the circles. Or if you need more than eight circles, then draw some more

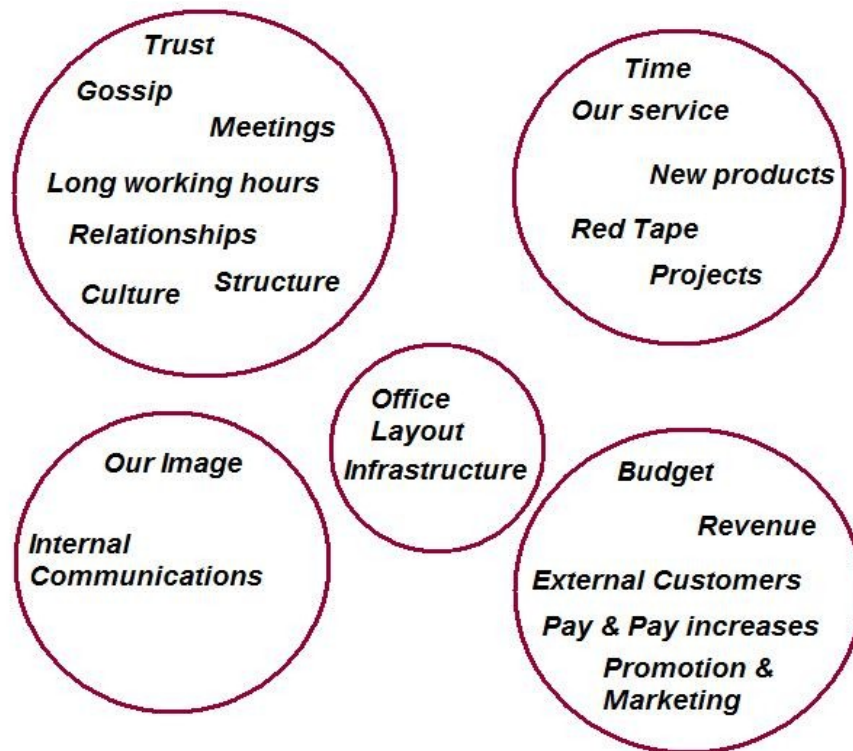
Some areas might overlap. Or a change in one area might influence another area.

Revenue, new clients, pay increases and budget might go together in one circle. Or team culture, trust, and internal communication might go together in another circle.

You may also have one area in more than one circle. Budget might go together with new customers AND with office layout. It might also be that you only have one area in a circle...that's fine as well.

You will see that I use the word "Might" a lot. Please don't use my examples if it doesn't apply to your situation...every team and situation is unique.

This is what the circles might look like:



Let everyone have a look at your circles again to make sure that the things that belong together are together. These circles should represent the different areas that impact your team the most.

It is important that you all agree on this step before you move on to the next one...

Step 4: Identify Three Key Areas...

We are now getting to the stage where we want to identify the three circles which are the most important to you as a team. In other words, the circles where change would make the biggest impact to the team.

Why three?

Because I have experienced that more than three goals is too much to focus on. If everything is important, then nothing is important. And less than three might not be enough to make a big enough impact.

So how do you choose the most important three?

Some of the circles will immediately spring to mind, but there might be one or two that look equally important and will stir up some debate. Don't be tempted to choose more than three circles. Believe me, more than three will become too much.

Here are some ways to decide on the most important three:

- Divide the team into three sub-groups and let each group decide independently which circles are the most important. Then you get them together again and see which ones rates the highest.
- Examine each circle independently and give a numeric value out of 10
- It will be great if everyone agree on the most important circles. Try to avoid a vote. You might end up with some people not buying in to your goals.
- If there is a lot of debate, you should embrace it. It means that the team were not really pulling together in the past. So this is a sign that the debate is long overdue. If you can reach consensus here, it might also solve certain other issues.

Make sure you are certain about the three circles before you move on to the next step...

Step 5: Set Three 3-Month Goals....

Now that you have identified the three areas (circles) where you desire change the most, you need to identify an inspiring measurable goal for each circle.

Have a look at your calendar and let everyone agree on a date more or less three months from now as a target date. It might be at the end of a week or end of a month. Make sure that there are some natural ending.

Why three months?

I have found that goals that have a target date of longer than three months don't inspire that much. It becomes vague and people tend to lose focus. It is also likely that things that are important to the team at this stage might not be that important in six months or a year's time.

You can always repeat this process again in three months to see which changes you desire most as a team. Maybe they are still the same, maybe not.

Less than three months is usually too short to make any difference.

Let the team have a look at each of the three circles that you've identified in the previous step again and ask the following question:

“What do we want to achieve in this area by our target date?”

This is your goal for that area (circle). It should be one clear, measurable sentence.

It usually work best if you divide your team into three different subgroups at this stage and assign a circle to each one.

Make sure that they only cover one main area for each circle. I know that you have more than one aspect in each circle. But that's why we've put them together.

Here is an example of having more than one focus area in one goal. Remember this is what you should NOT do:

“We want to double our revenue and improve our office space”

Can you see there are two goals in this sentence? You will struggle to keep your focus if there is more than one focus area in a goal.

If you struggle to find one focus area for a particular circle, go back to step 3. Split this particular circle up and add another circle. Now make your choice of the three most important circles again.

Here are further guidelines for setting your goals:

- ***It must inspire and motivate everyone***

This goes without saying. If you have followed the above-mentioned process, these three goals should be the things you desire most as a team at this moment.

- ***Distinct, individual goals that do not relate to the other areas***

Make sure that the three areas don't overlap. "*Double our revenue*" and "*Have 50 new clients*" might be too close and maybe you should think about merging these two goals

- ***It must be very challenging, but achievable within the time frame***

Everyone must believe it is possible, but at the same time, it must stir up a bit of anxiety in the team. Is the goal too easy? What about doubling the measure? Can you imagine your team achieving the goal?

- ***Expressed as clearly as possible***

This might be the most important guideline. The more clearly you can express it, the more clearly everyone would be able to imagine and dream it. And if they can dream it, they can achieve it. A vague expression will create a vague dream. And a vague dream will create a vague result!

- ***Only one main focus***

We already discussed this one. Be careful of the word "AND" in your goals. If there is an "AND" it should be a warning signal that there is not one main focus. And like we've mentioned, go back to step 3 and create and choose new circles.

- ***Measurable in some way***

This guideline goes hand in hand with a clear expression. If you put a measure to it, you would know if you have achieved your goal. "*We want more clients*" is not measurable, but "*We want 50 new clients*" is measurable.

Having said that, sometimes you have something that's not easily measurable. "*We want to improve the trust levels in the team*" is difficult to measure.

In instances like that, try to put a numeric value or a past date to it. "*We want to improve our trust levels from a 3/10 to a 10/10*" is much better.

- ***Must be a positive statement***

Don't state what you want to stop, but rather what you want to achieve...you might just focus too much on what you want to stop and attract more of it.

Instead of *"We want to stop the gossiping"* rather ask what DO you want. *"We want to create an supportive family culture in the team"* will state a "want" instead of a "don't want"

[Here is a link to an article](#) that will give you a clear picture of why it so important.

- ***Be in the present tense***

Write it as if you have already achieved it...in the present tense. *"We revamp the office into an inspiring workplace"* instead of *"We WANT to revamp the office into an inspiring workplace"*

- ***Be within your control***

We discussed this one as well. If you need something or someone else to change to achieve your goal, you might be disappointed. *"We want our competitors to disappear"* or *"We want the finance department to like us more"* is not within your control.

In cases like that, ask yourself the question, *"If the other party do change, what will it do to your team?"* Maybe the answer is *"We will feel more appreciated"* or *"We will be more motivated"*. The answer to that question will take you to your deepest desire and that should then become your goal.

Here are some examples of great goals:

- *Have 50 new clients*
- *We are motivated 100% of the time*
- *Double our revenue*
- *Everyone work 30% less every week while being 30% more productive*
- *Become the number one supplier to all our clients*
- *Improve our visibility in the community by 50%*
- *Staff turnover of only 5%*

- *Halve the amount of forms to be filled in with each sale*
- *Make our internal customer's day everyday*
- *Have as much fun at work as we have on holidays*

Step 6: Polishing Your Goals

Polishing your goals is taking what are already great goals and put a spin to them to inspire everyone. There are no real guidelines to this process. You have to feel it.

The best way of doing this is to think of the benefits that it can give to you.

Here are some examples of polished goals:

Defined goal: Having fun at work
Polished Goal: We can't wait for Monday Mornings

Defined goal: Double our revenue
Polished goal: Everyone receive a bonus cheque of X amount

Defined goal: Improve the company culture
Polished goal: Make someone's day everyday

Defined goal: 50% Improvement in service delivery
Polished goal: Make it a pleasure to buy from us

Sometimes your goals are already polished. If the people are already inspired by them, then there is no need for change. The whole idea is that it should stir up strong positive emotions. So you will FEEL when it is polished.

Well done...you've identified three inspiring goals.

I hope you have found this exercise worthwhile.

Good luck and remember to enjoy the journey as a team...it is just as important as achieving your goals!