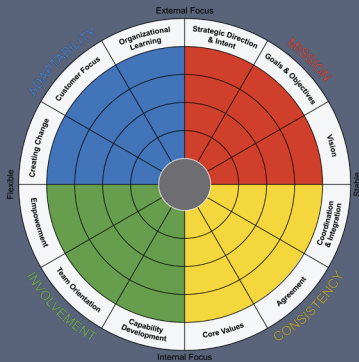




CULTURE IMPACT

MISSION: GOALS & OBJECTIVES

What are the goals that we expect to achieve in the near term?



Think Systemically:

When considering work in the area of Goals & Objectives it is important that the goals are specific and measurable.

It is also important to look closely at other areas of the Denison Model.

For example, do our goals align with our strategic priorities?

Are the goals transparent throughout the organization so we avoid conflicting activity and promote coordinated effort?

Do teams and individuals have input into the goals and feel empowered to take action?

Goals & Objectives are the short-term achievements that provide focus and help connect what employees do day-today to the strategies and vision of the organization. They are typically one year or less and in most cases should be timebound, specific and measurable.

How will we know that we are progressing toward our strategies and vision?

Having clear goals that are aligned to the organization's vision and strategies creates line-of-sight between the near-term and long-term. Achieving goals provides momentum and a sense of accomplishment. When goals are transparent the risk of competing priorities or redundant action is minimized.

To support you, we offer a range of solutions for connecting every member of your organization to specific goals:

- Identify clear outcomes expected for both short-term and long-term priorities
- Create SMART goals for each strategy or initiative to help ensure success and share those goals widely throughout the organization
- Create a tracking mechanism/governance process to stay on track
- Involve employees in the goal setting process so that there is ownership and confidence that the goals are ambitious but attainable