

Manager
Webinar
Series

The Productivity Benefits of Setting SMART Objectives

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Housekeeping

- This session will be recorded and shared on-demand.
- Remember to select 'All attendees and panelists' so everyone can see your comments and questions.

Today's Agenda:

1. What is the point ?!
2. The rules
3. The SMART objective framework
4. A role play !
5. Q&A

What is the point of setting objectives?

- Imagine plotting a route for a journey in car
- It helps drive efficiency, performance and better results
- It stops you going in the wrong direction or getting lost

My top 6 reasons

1. Motivates people
2. Helps people prioritise their work
3. Helps with decision making
4. Promotes team work
5. Enables people to see & recognise success
6. Allows people to manage their time well

Our performance enablement research ...

My Delivery Expectations (MDE)		
What it means...	<ul style="list-style-type: none">▪ Clarity of what is expected of me▪ Realistic deliverables based on skills and workload▪ Confidence that my performance will be fairly evaluated	
	Medium performance	High performance
Typically characterised by...	<ul style="list-style-type: none">▪ Quarterly reviews▪ More structured processes▪ A connection to business goals▪ Manager training in objective setting	<ul style="list-style-type: none">▪ More regular reviews or continual performance dialogue▪ Clear accountabilities▪
On the journey...		
Focus on...	<ul style="list-style-type: none">▪ Creating connections between business goals and individual contribution▪ Clear targets and measures▪ Regular dialogue	

The rules

- Ensure a clear understanding of the WHY the objective is being set
- So clear that granny could understand it !
- Ownership – buy in from both parties
- Could be 1 week or 1 year
- Has to pass the SMART test

What does SMART stand for?

Specific

Start with an action verb, like drive, create, or achieve and be careful with potentially vague options like improve or develop.

Measurable

Define the metrics you will use to review achievement of the objective.

Achievable

Consider capability / ability to complete the goal. Specifically: Skills, Mindset, Knowledge, Network, Influence

Realistic

Weigh up the capacity of yourself / the individual due to volume of workload in relation to the work required into achieving the objective.

Time-bound

Timeline for the objective. The clearer the better here. Define the day and date, to avoid misinterpretation.

A little role play in OpenBlend

"Sort out the
events strategy"



**Tips when
setting
objectives**

- No more than 6 or less than 3
- Use milestones
- Less is more – bullet points
- Be clear on the output and timeframe
- Link to the wider impact/ purpose/ aim of the organisation



Remember ...

- Performance is underpinned by a human being
- No 2 people are the same
- One size DOES NOT fit all
- Your role as a manager

Q&A