

The Blanchard[®] Approach to Goal Setting

Most organizations have some sort of goal-setting process—SMART goal setting has been around for years. But goal setting has just gotten smarter as Blanchard's innovative approach integrates tried-and-true techniques with the latest science of motivation. Finally, people have a way to frame organizational imperatives into goals that are more meaningful and personally relevant. These goals are truly SMART, but not in the traditional way. Not only are people more likely to achieve the goals they set, but they will also find themselves with more energy and satisfaction in pursuing their goals.

Goal setting should unleash the hope of opportunity and the power of action. But people find goal setting can be a daunting and confusing endeavor—whether it's writing goals for themselves or managing others through the process. This session provides a context for goals, helping people understand the importance of examining levels of specificity—from more general key areas of responsibility to more specific tasks and action plans.

Goal setting is not an exact science. It is an iterative process. Participants might find themselves taking a goal statement and refining it until it clearly defines their desired outcome. We ask them to trust the process, because their hard work will pay off.

Blanchard's Goal Setting program is a fun and innovative experience that provides participants with the skills needed to set effective and powerful goals, which will take them a long way to embracing the practice. The benefits of goal setting that they identify early on in the session will multiply as they will discover more along the way.

A few insights we hope are helpful . . .

- There's a good chance your organization uses the SMART acronym. Note how these two standard elements have been updated:
S stands for Specific and measurable
M stands for Motivating
- This new take on SMART allows you to use your version of SMART and enhance it with the latest research regarding motivation and goal setting. One of the most critical new developments for improving goal achievement, productivity, and performance is setting goals that can sustain motivation over time while generating a positive sense of well-being. Ask Blanchard for white papers and information on Employee Work Passion and Optimal Motivation to better appreciate this new paradigm.
- Set goals. Be a goal setter. Understand the mechanics of goal setting. Embrace the process for yourself. Teach from first-hand knowledge.
- Use the examples we have provided in the Facilitator Instructions and PowerPoint[®] to teach the goal-setting process. The metaphorical learning design focuses participants on the goal-setting process itself. The shift from learning through metaphors to application in reality takes place during the skill-practice lab where participants use the process, write their own goal statements, and help guide one another through the process.

Audience

Individuals in a supervisory or management role; all employees within an organization.



THE
KenBlanchard
COMPANIES

The Leadership Difference.[®]

Program Format

This program defines a goal, from the “big picture” down to the action steps needed, through an interactive activity that asks participants to distinguish among a KRA (key responsibility area), a goal (desired outcome), and a task (action steps or activities needed to reach the goal). Using the definition and characteristics of a goal provided in their Goal Setting Game Plan, participants write a goal statement and validate that the statement is SMART by checking it against the five SMART Questions cards.

Goal Setting is a 4-1/2-hour (including breaks) sustainability module that is designed as a classroom session to be presented after SLII® or other Blanchard training initiatives. It can also be presented as a stand-alone workshop. The half-day session can also be expanded to a longer work session where participants complete a set of goals related to one or more KRAs. If this is the plan, it is advisable to ask each participant to bring relevant support materials, such as past performance plans or department goals, to have on hand as reference.

The Goal Setting process is a great opportunity to focus energy, sustain motivation, and increase the likelihood of achieving successful outcomes.

Learning Outcomes

Knowing It

- Understand the difference between a key responsibility area, a goal statement, and a task statement
- Feel confident to write goal statements using the fundamentals of SMART goals
- Value the role SMART goals play in sustaining motivation and increasing energy, vitality, and a sense of well-being
- Appreciate the importance of goals as a tool for developing others
- Facilitate another person in writing his or her SMART goals

Believing It

- Feel confident in effectively writing SMART goals
- Appreciate the value of goal setting
- Appreciate the importance of goal setting as a tool for developing and motivating others

Doing It

- Write a SMART goal
- Demonstrate facilitating an associate in writing his or her own SMART goal

For more information, please contact your Blanchard® Sales Associate at 800 728-6000 or 760 489-5005.



Global Headquarters

125 State Place
 Escondido, CA 92029 USA
 From anywhere: +1 760.489.5005
 Within the US: 800.728.6000
 Fax: +1 760.489.8407

For a list of our offices worldwide, visit

www.kenblanchard.com