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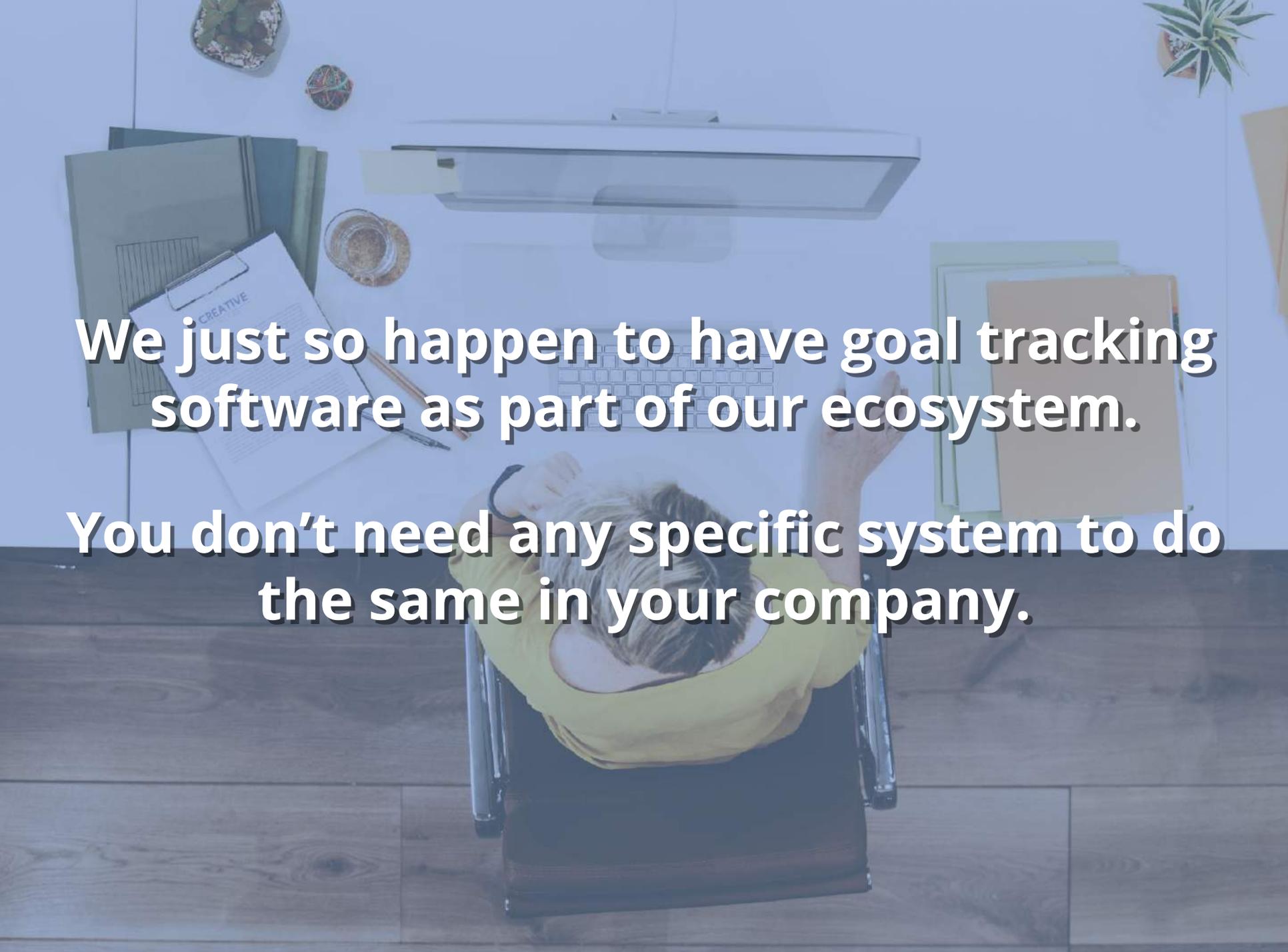


Building a Goal-Oriented Organization



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- A woman with her hair in a ponytail and wearing glasses is looking out a window at a city skyline. The image has a blue tint. Overlaid on the image is a list of three bullet points.
- **A vision for the company**
 - **Set goals to accomplish that vision**
 - **Transformed the way our people work together**

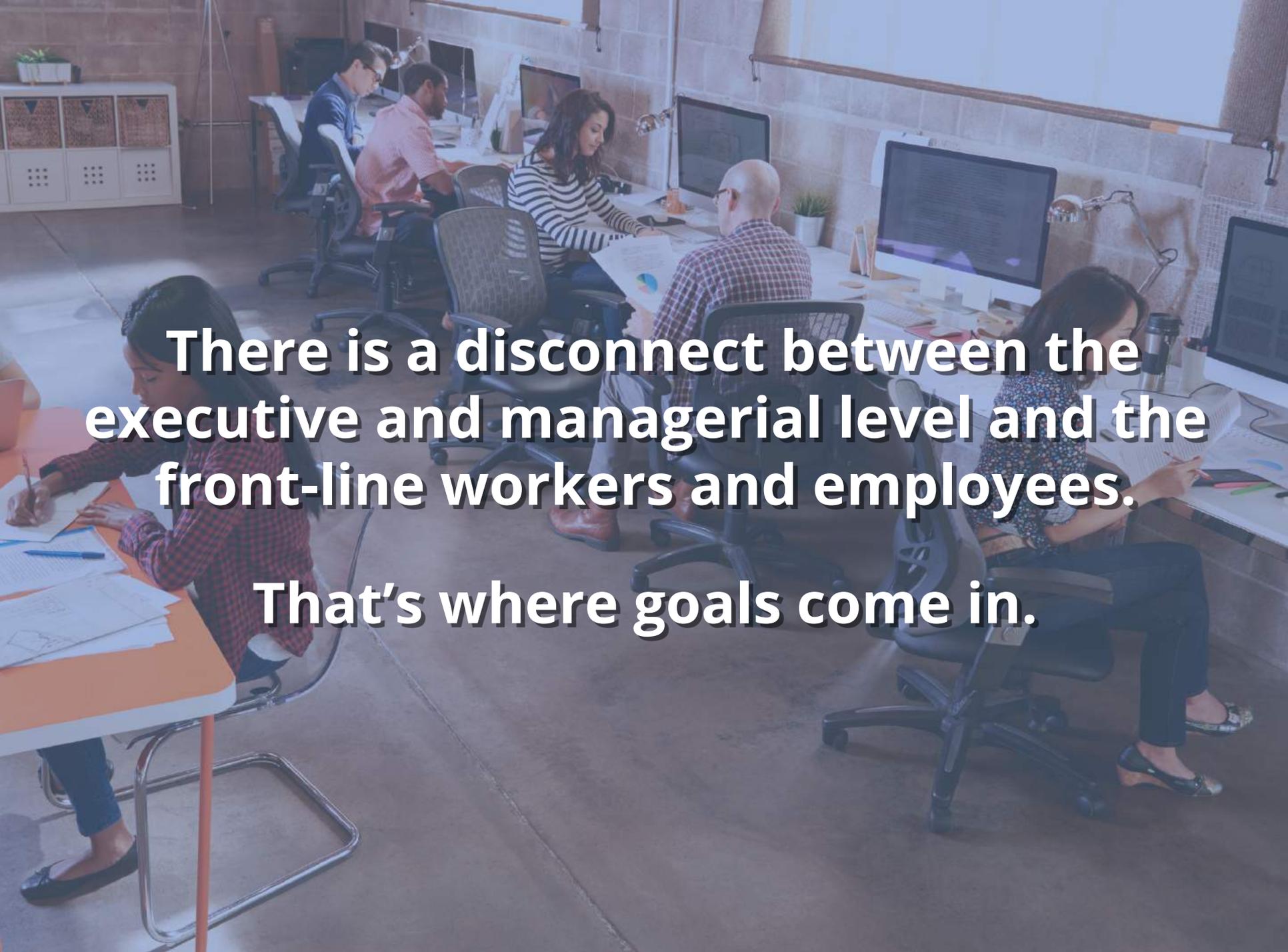


We just so happen to have goal tracking software as part of our ecosystem.

You don't need any specific system to do the same in your company.



Torn between our need to fit in with other employees and our mandates from corporate to increase productivity and engagement and to transform our department from a cost center to a profit center

A photograph of a modern office environment. Several people are seated at desks, working on computers. The office has a clean, professional look with a mix of wood and metal accents. The lighting is bright, and the overall atmosphere is one of productivity. The text is overlaid on the image in a large, white, bold font.

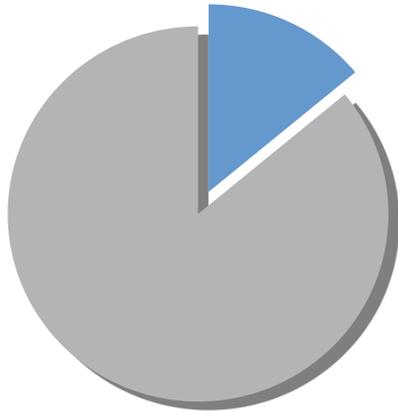
There is a disconnect between the executive and managerial level and the front-line workers and employees. That's where goals come in.



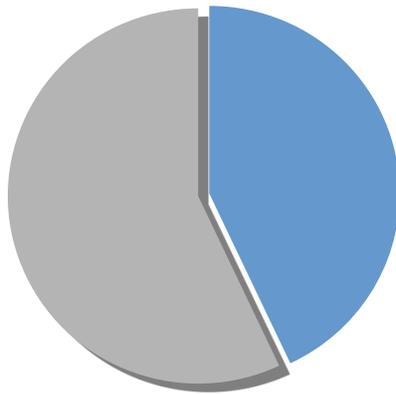
**I want to learn Spanish by the end
of the year.**

**I need to lose 20 pounds before my
vacation in Mexico.**

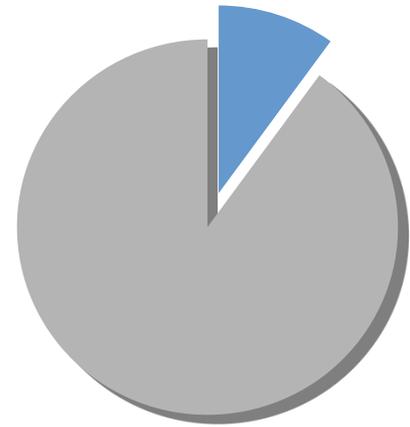
Here's why building a goal oriented organization is important:



- Only **14%** of companies have workers who understand the company strategy, goals and direction.



- **43%** of employees in ClearCompany and Dale Carnegie's "How Leaders Grow Today" survey claimed to be familiar with company goals, but couldn't list any specifically

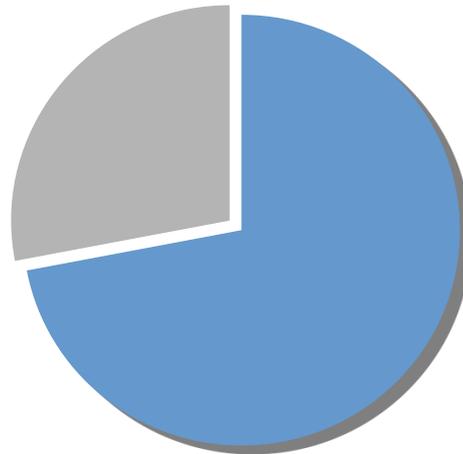


- At best, a CEO can only see **10%** of his/her company's alignment.

On the other hand?

72%

of highly engaged employees understand their role and how it contributes to organizational success.



Goals impact the following:

Retention & Hiring
Productivity
Onboarding
Engagement Levels
Communication

Identifying Corporate Goals:

- Ask your executive team if the goals are somewhere you can view
 - Corporate meetings or retreats
 - Company blogs or press

Your company may not have created “official goals” yet. If not, start looking in less common places:

- **Look at the product roadmap**
- **Ask to see sales projections**
- **Review your mission, vision and values**
- **Look to your employment brand if you have one**

A woman with curly hair and glasses, wearing a light blue shirt, stands at the head of a conference table. She has her hands clasped and is speaking to a group of people seated around the table. The room has large windows and a whiteboard with sticky notes. The scene is overlaid with a blue tint.

Understanding the BHAGs of your organization will not only impact your position, but those around you.

And in HR, that's pretty much everyone.

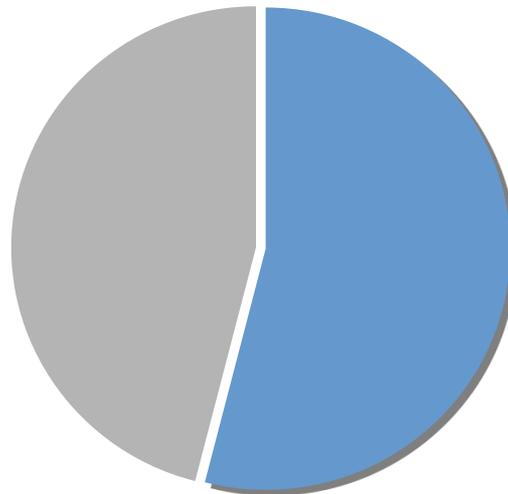
A woman with blonde hair in a ponytail and a man with dark hair are sitting at a desk, looking at a laptop. The woman is on the left, and the man is on the right. They appear to be in a meeting or collaborative work environment. The desk has a laptop, some papers, a pen, and a small container. The background is slightly blurred, showing a desk lamp and some office equipment. The overall tone is professional and focused.

WARNING:
In the rare case you cannot find
any insight around corporate goals, take
it upon yourself to find a way to
make this happen.

A woman with short, light-colored hair, wearing a dark blazer over a white top, stands in a meeting room, smiling and gesturing with her hands. She is addressing a group of people seated around a long wooden conference table. The room has a brick wall on the left and large windows in the background. The scene is overlaid with a semi-transparent blue filter. The text "How to Implement Goal-Based Hiring" is centered over the image in a bold, white, sans-serif font.

How to Implement Goal-Based Hiring

Did you know that
54%
of employers
say they currently have open positions
for which they can't find
qualified candidates?

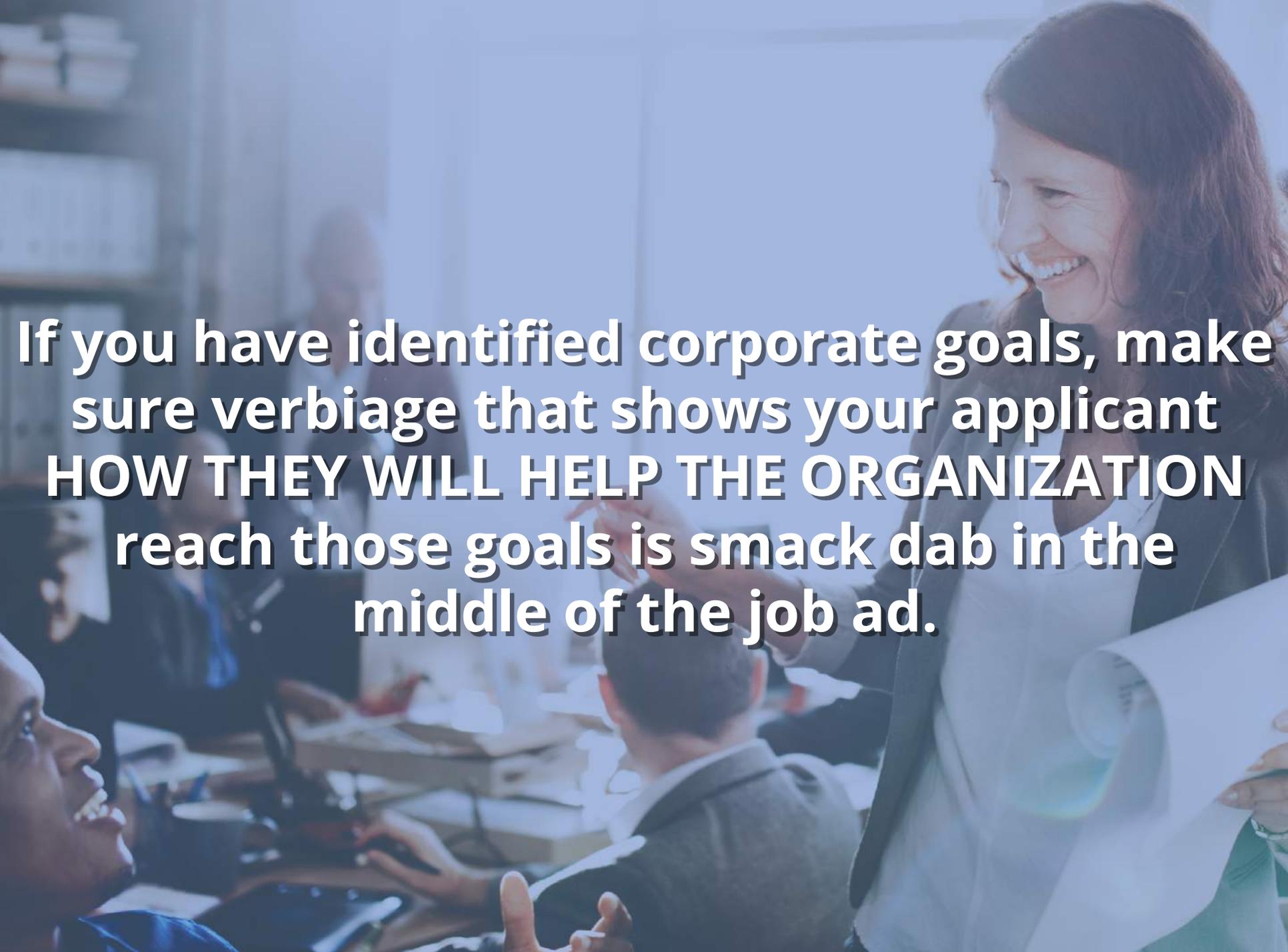


A woman with dark hair tied back, wearing a light pink ruffled-sleeved top, is seated at a white desk. She is looking towards the right, holding a clear glass of water in her left hand. Her right hand is on the keyboard of a silver laptop. The background features a white bookshelf with several books and green plants. The entire image has a soft blue overlay.

Look at your current job listings

A man and a woman are standing in a modern office, looking at a document held by the man. The woman has her hand on her hip. They are surrounded by desks with computers and office chairs. The floor has some papers or charts on it. The scene is lit with a cool, blueish light.

**41% of employees said,
“It’s inaccurate – my duties have
evolved considerably.”**

A woman with long dark hair, wearing a white blouse and a dark blazer, is smiling and pointing towards a document she is holding. She is in an office environment with other people working at desks in the background. The image has a blue overlay.

If you have identified corporate goals, make sure verbiage that shows your applicant HOW THEY WILL HELP THE ORGANIZATION reach those goals is smack dab in the middle of the job ad.

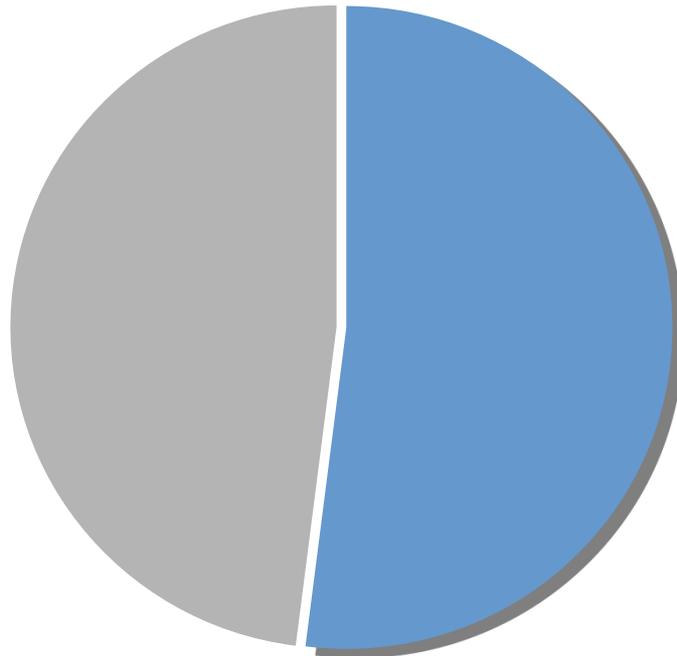
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- A photograph of three business professionals in an office setting. On the left, a man with short dark hair, wearing a blue button-down shirt and khaki pants, is smiling broadly and clapping his hands. In the center, an older man with white hair and a beard, wearing glasses, a light blue shirt, and a dark tie, is looking down at a document held in a blue folder. On the right, a woman with long dark hair, wearing a white blazer, is also smiling and clapping her hands. The background shows office equipment like monitors and a desk with a sign that says "BUDGET". The entire image has a light blue overlay.
- **Connect to past success**
 - **Flatter your applicant**
 - **Build on the future**



**Need another reason to put goals
in your job ads?**

52%

said this was the main attraction
in an employer, coming ahead
of competitive salaries.



A woman with dark hair, wearing a patterned blue top, is sitting at a table and looking towards a man. The man is bald, wearing glasses and a plaid shirt, and is looking back at the woman. They appear to be in a meeting or collaborative work environment. The background is slightly blurred, showing what looks like a window or a wall with some papers.

How to Build Goal-Focused Employees

**The company is just a collection of people
working for (hopefully) the same purpose.**

So what is your people's purpose?



Employees who use their strengths every day are

6X more likely to be engaged at work

8% more productive

15% less likely to quit their job

A photograph of a modern office hallway with glass-walled offices and cubicles. The image is overlaid with a semi-transparent blue filter. The text is centered in the upper half of the image.

Use some of these quick, actionable ideas to kick off a goal-driven culture:

- **Create a visual goal board**
- **Sign up for a team collaboration tool**
- **Hold contests, trivia games and other friendly, yet HR-friendly office games**

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- **Educating your managers**
 - **Getting the buy-in of executives**
 - **Understanding the hurdles**

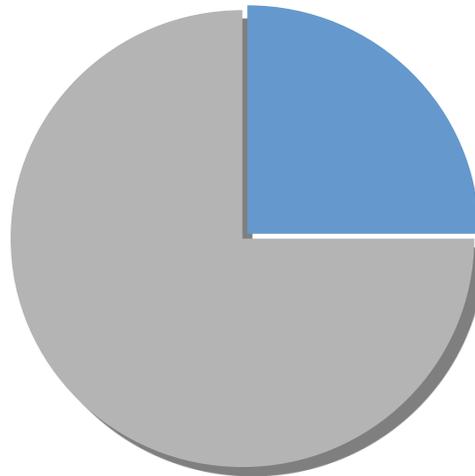
Organizations that make it easy for employees to set clear goals are

4x more likely

to score in the

Top 25%

of business outcomes





Creating Goal-Focused Managers

A company's Big Hairy Audacious Goal might look like this:

Achieve \$20 million in new product sales in the west coast industrial vertical over the next 3 years

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- **Sales**
 - **Product Division**
 - **Service**
 - **Compliance**
 - **Administrative Staff**
 - **Marketing**

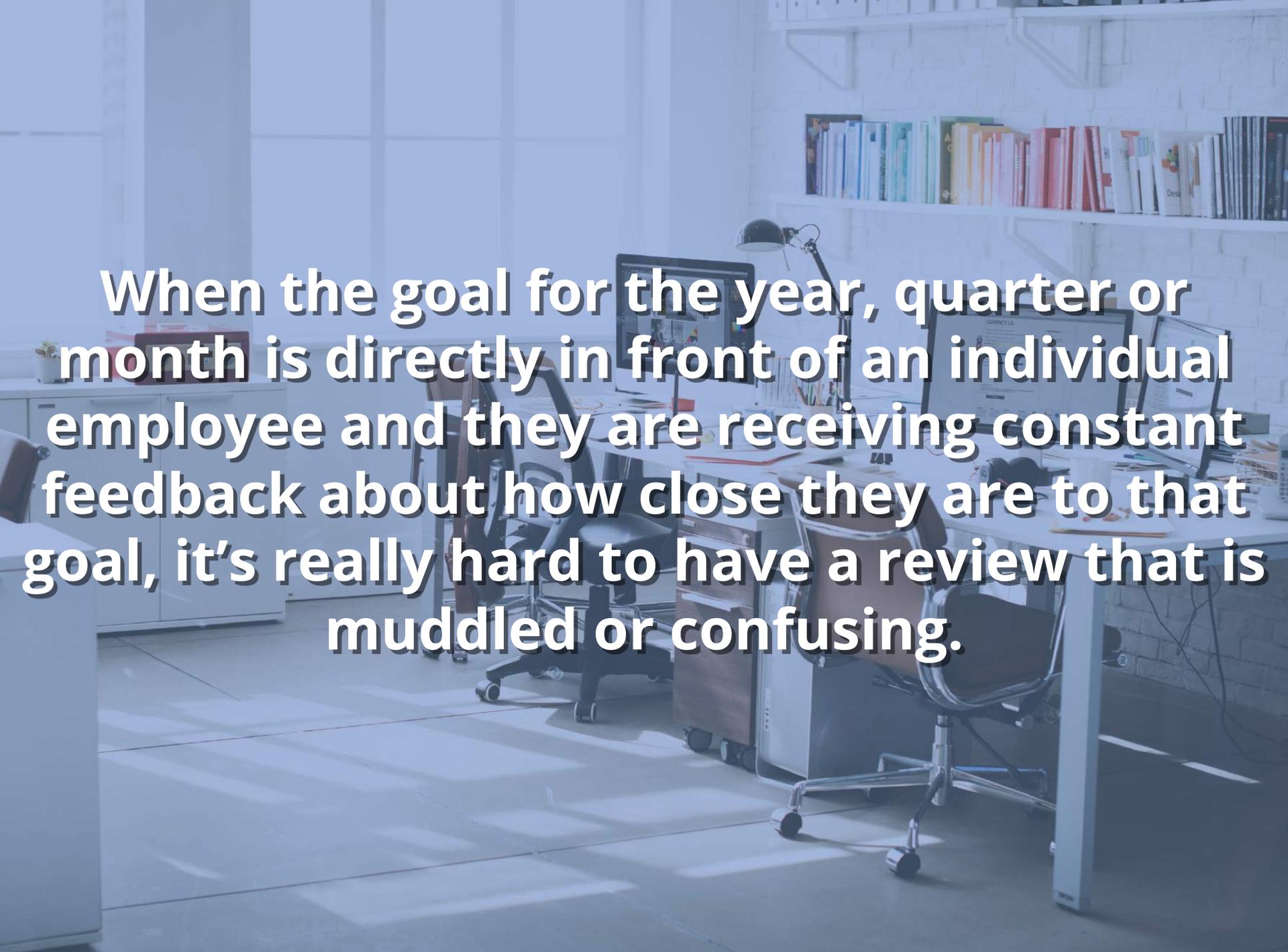
A blurred office scene with people working at desks and a bookshelf in the background. The image has a blue tint. The text is overlaid in the center.

The key is training your managers to keep the goal and their team's portion of it, in clear view at all times

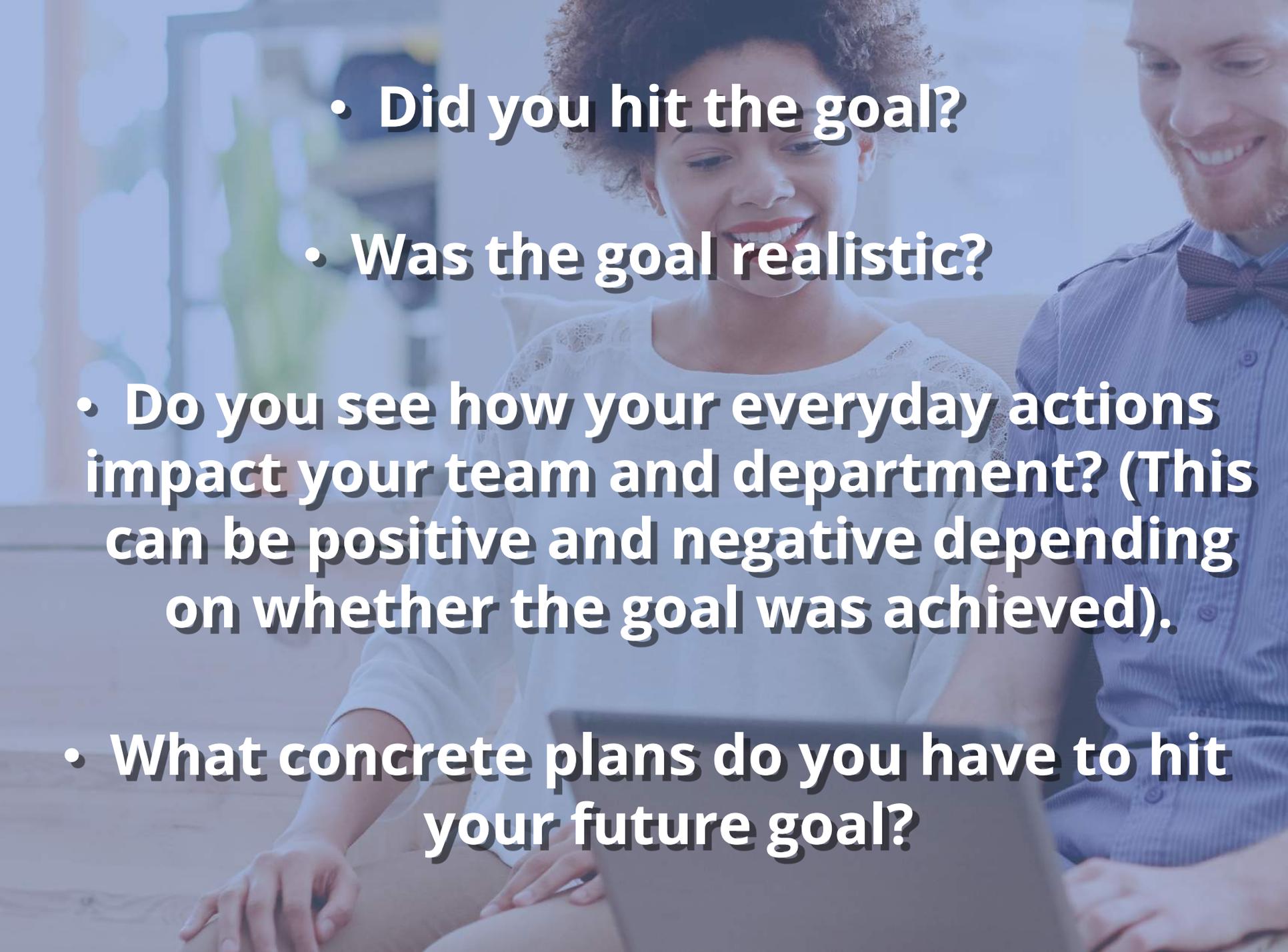
A man in a grey hoodie is looking at a tablet. In the background, there are other people, including a woman smiling and a man looking at a laptop. The image has a blue tint.

How to Implement Goal-Oriented Reviews

Implement goals in a language your employees already understand via a performance review.

A modern office interior with desks, computers, and bookshelves, overlaid with a blue tint and a text overlay. The scene shows a clean, organized workspace with multiple workstations. Each workstation has a desk with a computer monitor, a desk lamp, and an office chair. In the background, there are white bookshelves filled with books. The overall atmosphere is professional and focused.

When the goal for the year, quarter or month is directly in front of an individual employee and they are receiving constant feedback about how close they are to that goal, it's really hard to have a review that is muddled or confusing.

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- A photograph of a woman and a man sitting together, looking at a laptop screen. The woman is on the left, wearing a white top, and the man is on the right, wearing a blue shirt and a bow tie. Both are smiling. The image has a light blue overlay.
- **Did you hit the goal?**
 - **Was the goal realistic?**
 - **Do you see how your everyday actions impact your team and department? (This can be positive and negative depending on whether the goal was achieved).**
 - **What concrete plans do you have to hit your future goal?**



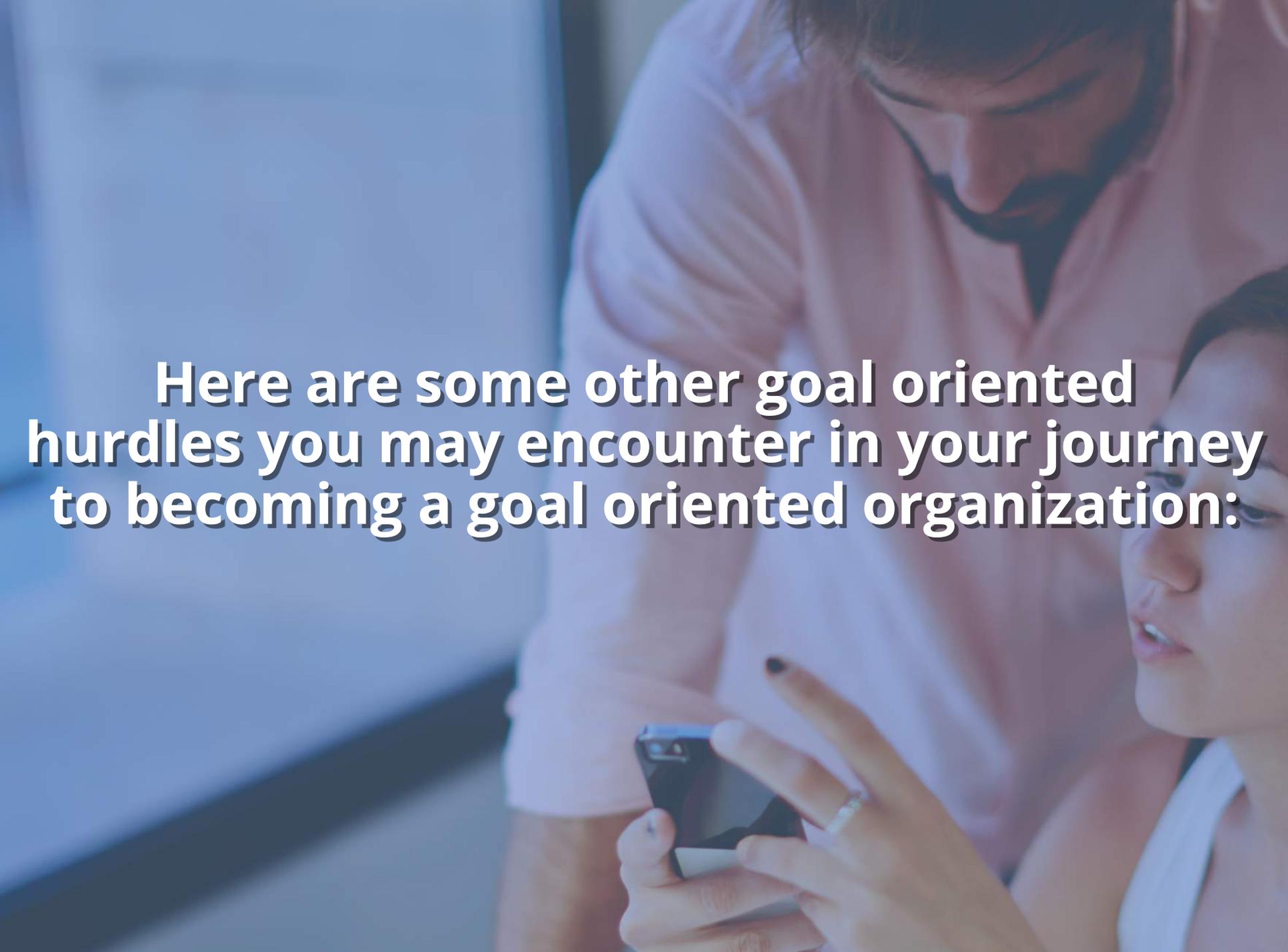
Top Down Focus

The Goal Focused Oriented Executive

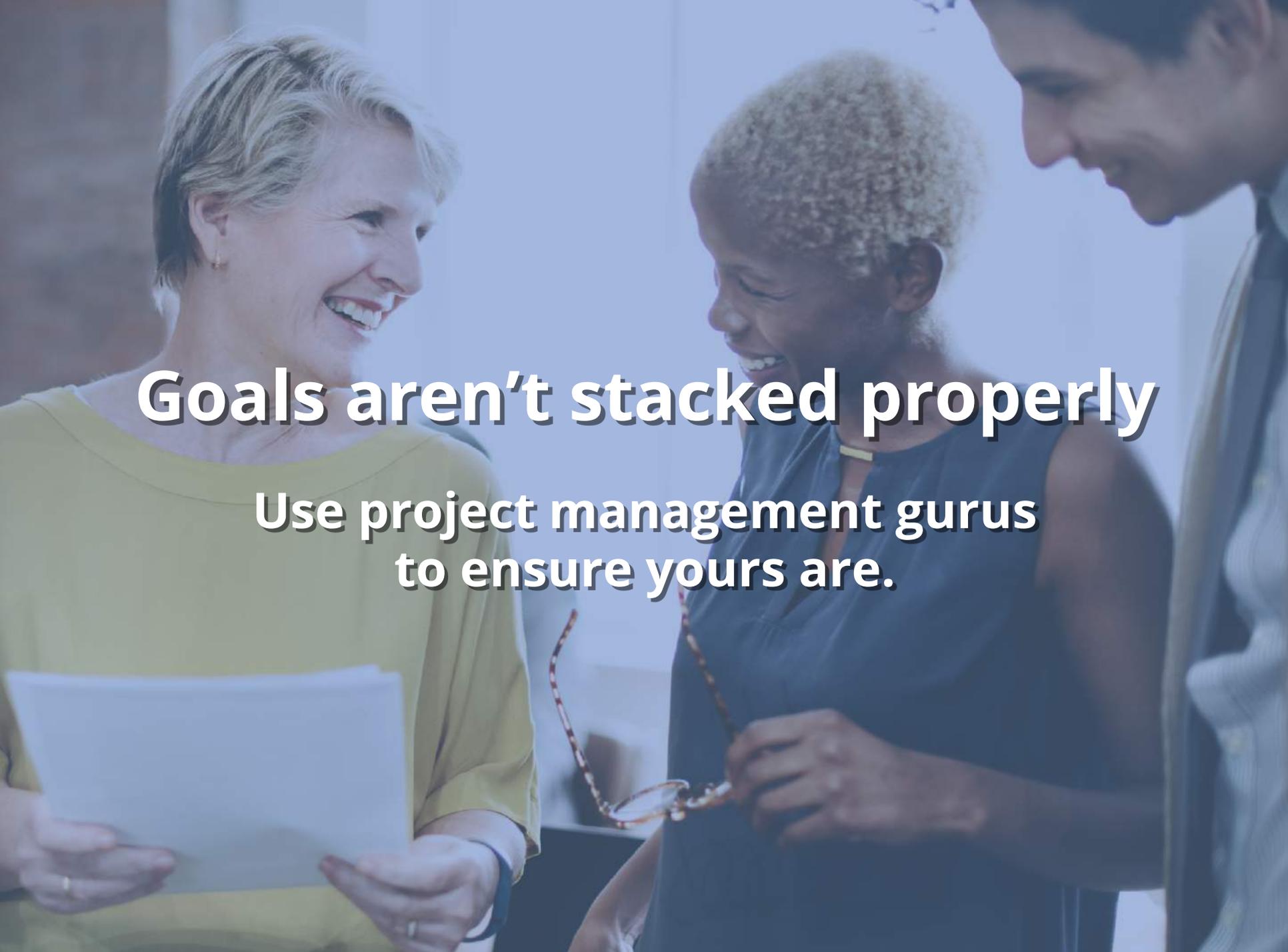
Here are the traits of a goal-focused executive

A goal-oriented executive is:

- **Transparent**
- **Reasonable**
- **Open to Feedback**

A man with a beard and a woman are looking at a smartphone together. The man is holding the phone, and the woman is pointing at the screen. The background is a blurred office setting.

Here are some other goal oriented hurdles you may encounter in your journey to becoming a goal oriented organization:

A photograph of three business professionals in an office setting. On the left, a woman with short blonde hair, wearing a yellow top, is smiling and looking towards the center. In the middle, a woman with short curly hair, wearing a dark blue top, is also smiling and looking towards the center. On the right, a man with short dark hair, wearing a light-colored shirt and a dark tie, is smiling and looking towards the center. They are all looking at a document held by the woman on the left. The background is a blurred office environment. The entire image has a light blue overlay.

Goals aren't stacked properly

**Use project management gurus
to ensure yours are.**

A group of people in a meeting or classroom setting. A man in a dark blue shirt is pointing at a whiteboard with a pen. In the foreground, a woman with long brown hair is smiling and looking at a laptop. A man in a red and white plaid shirt is leaning over her, also smiling. Another woman with red hair is visible in the background. The scene is brightly lit, suggesting a modern office or educational environment.

Goals fail due to accountability mismanagement

**One of the reasons we suggest
trickling goals down to the individual
level is for this very reason.**

A smiling woman with curly hair, wearing a blue sleeveless top, is the central focus. She is looking towards the left. In the background, several other people are visible, some standing and some sitting at a table. The scene appears to be a professional meeting or conference. The overall image has a blue tint.

**Poor performers can also
be a reason that goals fail**

**And this goes from the top down.
Your executives need to set the goals
and clearly communicate them to the team.**



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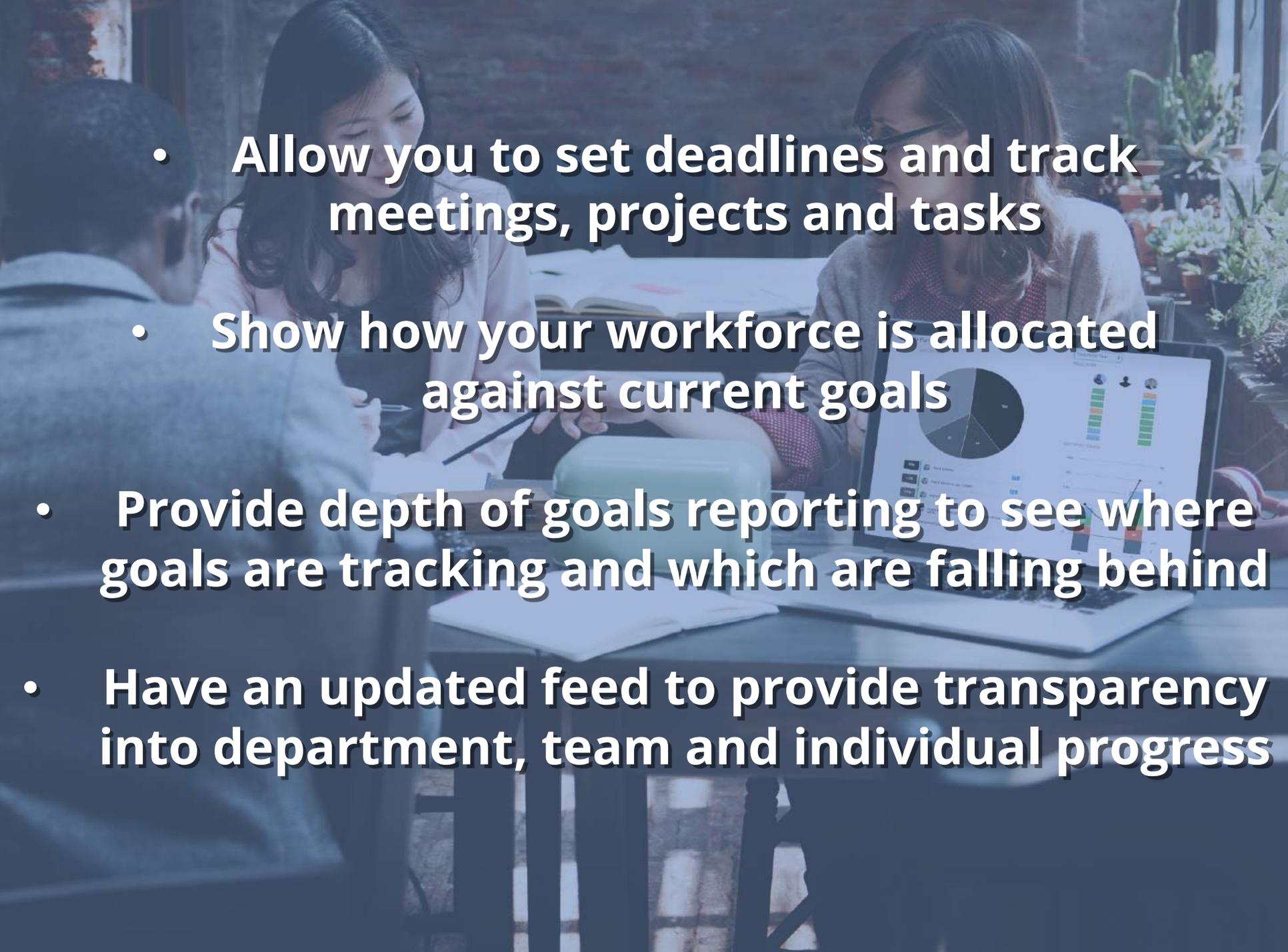


A woman with dark hair, wearing a light-colored top, is smiling and looking towards a man whose back is to the camera. They are sitting at a table with a laptop and a white coffee cup. The background is a brick wall. The entire image has a blue tint.

Enabling your Goal Based Organization

Great goal tracking software will:

- Provide real-time insight into your people and their work
- Track results from different management levels, seamlessly with goal alignment software
- Show how work is allocated, who is responsible for which tasks/projects, and how they are progressing

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- A group of people are gathered around a table in a meeting. A laptop on the table displays a dashboard with a pie chart, bar charts, and a line graph. The text is overlaid on the image in a large, bold, white font with a black outline.
- **Allow you to set deadlines and track meetings, projects and tasks**
 - **Show how your workforce is allocated against current goals**
 - **Provide depth of goals reporting to see where goals are tracking and which are falling behind**
 - **Have an updated feed to provide transparency into department, team and individual progress**



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Q&A





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Sources

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