


Well Formed Goals

 **What is it?** This is a tool to help you define the outcome or goal that you want to achieve. It enables you to work through what it will take for you to achieve your goal.

When would I use it? Whenever you set goals, be they customer improvement initiatives or annual business objectives. It's also a great tool for making new years resolutions!

What's good about it? Giving thought to the outcome you want is vital preparation for getting what you want. It brings the goal to life and helps you realise what's important about achieving it.

Time: Maximum 15 minutes.

Resources: Use this tool on your own, or in pairs or small groups. You will need paper and a pen, or a flipchart for a group.

Using the tool: Simply follow each of the steps answering the questions as you go along. Writing down your thoughts is really helpful.

1. THE GOAL

- Decide upon the goal you want.
- State this outcome in positive, "We want a right first time rate of 87%," rather than "We want to improve our current right first time rate."

2. FAST FORWARD

- Imagine that you've achieved your goal. Be specific about what it will be like when you've achieved it.
- Ask questions like: What will you hear, see and feel? What will your customers be saying? What do you notice that's different?



3. THE JOURNEY

- Still thinking about this from the future, ask questions like: What timeframe are you working to? What have you done to achieve this? Who else has been involved?
- The answers to these questions usually become the milestones of an action plan.

4. REALITY CHECK

- Return to the present and think about how your goal fits with the real world.
- Ask questions like: What will my customers get from this? How will it impact on the team? How does it fit with the teams other objectives? What might I have to give up or lose to achieve my goal? Is achieving the goal worth it?

5. RESOURCES

- Think about what you will need to make it happen.
- This will include time, money, skills, sponsorship etc.

6. DESIRABILITY

- Now that you have a really clear outcome, it's time to be honest about how much you want it. Is this still what you want to do?
- On a scale of 1 to 10 how much do you want to make the goal become reality?
- If you score less than 10, what's missing for you? What would turn your score into a 10?

7. FIRST STEP

- Agree the first step to making this happen.
- Commit to who will do that first step, and when.
- You're on the way to achieving your goal!