

Why objectives are so important,  
why most people get them wrong

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6th Annual Conscious Client Conference - May 2013

NANCY SLESSENGER

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And what to do about it

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So why is Objective Setting  
so difficult?

People don't know what  
they are doing



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So why is Objective Setting so difficult?



People don't know what objectives are really for

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What are objectives really for?

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Everybody knows exactly what they personally need to achieve in order for your business plan to be achieved

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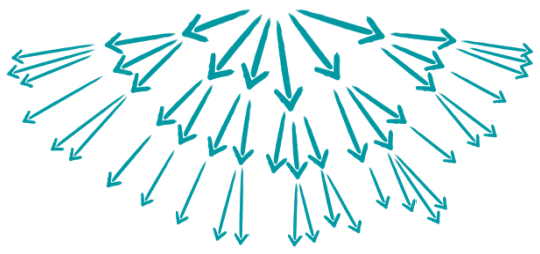
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Objectives Cascade



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Current Issues (excuses)

- Change
- Mergers
- Take-overs
- Business climate

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No time for objectives

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## 4 Problems with objectives

1. Individual's objectives not aligned to Business Plans
2. Objectives not joined-up
3. Objectives poorly-written
4. People think objectives are a waste of time

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## Examples of badly-written objectives

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## Badly written objectives

Provide excellent service to our clients



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### Badly written objectives



Have coffee with the people in Manchester once a fortnight

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### Badly written objectives

Develop closer relationships with \_\_\_\_\_



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### Badly written objectives



Grow revenue from the new Nottingham office

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- What to do about it
1. Have a clear goal or objective at the top
  2. Make sure they "add up"
  3. Make them measurable
  4. Cascade them
  5. Monitor progress
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Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

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“A computer on every desk and  
in every home.”

– Bill Gates, Microsoft chairman and chief  
executive officer, 1980

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### Badly written objectives



Grow revenue from the  
new Manchester office

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### Make it measurable



Generate £2m revenue  
from the Manchester office  
by end 2014

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## Cascade it - 1



Identify potential clients with £5m total potential business

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## Cascade it - 2



Identify 3 possible contacts within each potential client

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## Cascade it - 3



Identify specific needs of clients that we can satisfy

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## Summary

1. Make sure people know what objectives are for
2. Get them right at the top (measurable)
3. Make sure they "add up"
4. Cascade them from the top
5. Monitor progress
6. Update as necessary

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Objectives training

Objectives written for you

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