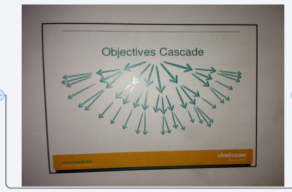
How to set objectives

- What are objectives for?
  - Everybody knows to know their individual objectives
    - This in turn helps the business achieve its objectives
- Why is objective setting so difficult?
  - People don't know what they're doing
  - People don't know what they're for
- Badly written objectives
  - The wording doesn't state the object
  - There is nothing to count
  - Too vague and non-specific
- Why is objective setting so difficult?
  - No time?
  - Current issues
    - Change
    - Mergers
    - Takeovers
    - Business climate
- Objectives should be clear and concise
  - Like Julias Ceasar
    - Take the road
    - Take the bridge
  - Managing overlap/conflict so they can be set
- Objectives cascade



  - Aligning your objectives to the top goal
  - Making the responsibilities clear so they cascade down correctly