



Set Attainable Goals and See Them Through

Strategic employee goal-setting promotes professional development while encouraging performance improvement and increasing engagement. Strategic employee goals are given context by managers and aligned with team, department, and organizational goals.

But how can you help your employees set strategic, aligned goals and become successful in their roles?

Use this checklist to set SMART goals and help your team see them through.

1. Use the SMART Method for Goal Setting

Make them **Specific**:

- What needs to be accomplished? _____
- Who is responsible? _____
- What steps will be taken? _____
- What resources are needed? _____
- Which constraints exist? _____
- Why is this the goal? _____

Make them **Measurable**:

- Which metrics will be used to determine success, and how will they be tracked and measured?

- Are there any milestones or benchmark metrics to keep the goal on track?

Make them **Attainable**:

- Is the time frame reasonable? _____
- Is the goal within the employee's skill set? _____
- Is the goal informed by past achievements or struggles? _____
- Are there any other limitations to achieving the goal? _____

Make them **Relevant**:

- Does the goal align with other team and company goals? _____
- Does the goal help develop an important skill? _____

Make them **Timely**:

- What is the deadline for completing the goal? _____
- Are there phases or stages of completion for the goal? _____
- Can the goal be completed within the given timeline? _____

2. Engage Employees in Goal Setting

Make the goal-setting process a collaborative effort between employees and managers:

- Have a brainstorming session with the team or one-on-one. _____
- Create a roadmap to keep goal progress on track. _____
- Let employees include professional goals of their own. _____

3. Play to Their Strengths

Map out employee competencies to create strengths-based goals that utilize their natural abilities.

- Ask employees about their strengths to understand where they feel most confident.

- Keep up ongoing conversations with employees about how to grow their strengths.

Align employee goals to company objectives:

- Make it clear how their work impacts business success. _____
- Provide context for why the employee is working toward the goal. _____

Track and monitor goal progress:

- Use a performance management system such as goal-tracking software to keep progress on track, identify potential obstacles, and facilitate collaboration between teammates.

4. Provide and Ask For Feedback

Let employees know how they're doing and ask them to give feedback about goal setting, performance management, and more.

- Give feedback in the form of regular, more formal performance reviews and informal, day-to-day feedback.

- Send out employee engagement surveys to get honest feedback from your employees.

- Strengthen peer-to-peer relationships with 360-degree performance reviews.
