

## Action plans



### Breaking ambitious goals down into manageable targets

Knowing how to set ambitious but realistic goals is a common challenge for business leaders. Overly ambitious goals can affect morale and derail strategies, while flat goals can lead to a decline in motivation. Investing time in your goal-setting process and regularly monitoring progress allows for better forecasting and more informed decisions.

Scroll down to see what you can do with this Action Plan.

- **Effort:** Medium
- **Impact:** Medium

#### Actions:

#### Define your main company goals and then communicate them to employees so that everyone is ultimately working towards the same vision.

- **Impact:** Medium
- **Suggested duration:** 14 days
- **Why this will help:** Your overarching business goals set a framework for ambitions and expectations, and give employees context for their own targets.

#### Divide your wider company goals into long-term (they will take more than a year to achieve) and short-term (they can be achieved within a year) goals.

- **Impact:** Medium
- **Suggested duration:** 7 days
- **Why this will help:** Separating out your goals will balance ambition with realistic targets: long-term goals can be ambitious and relate to your ultimate company vision, while short-term goals will be more realistic.

#### Prioritise which goals you're going to work on first, making a note of why they're most important and checking they meet the SMART methodology.

- **Impact:** High
- **Suggested duration:** 10 days
- **Why this will help:** Prioritising goals will give you focus and ensure you aren't chasing too many things at once. Running your chosen goals through the SMART methodology is a useful way to sense check what's needed to achieve them.

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**Work with managers to break company goals down into smaller targets, assigning several short-term goals and at least one long-term goal to each department.**

- **Impact:** High
- **Suggested duration:** 14 days
- **Why this will help:** Setting short-term goals that departments can achieve within the year will help with motivation, while long-term goals give them a more ambitious vision to work towards.

**Regularly monitor the progress of company, team and individual goals in one-to-one meetings and appraisals.**

- **Impact:** High
- **Suggested duration:** 28 days (ongoing)
- **Why this will help:** Checking in on progress every month keeps leaders and employees focused on their targets and maintains momentum.

### How will I know if my Action Plan is working?

#### Way to measure success

Goals matrix.

#### Why this metric?

Creating a matrix that includes goals and targets set across the business gives you an overall picture of what is on track and what needs more attention.

#### How do I start tracking?

Use a simple spreadsheet with a colour-coded traffic light system, or a specialist project management programme if you require a more sophisticated monitoring tool.