

Tools and templates



Define your goals and, therefore, the actions you would like to reward

When introducing an incentive scheme, it's vital to set goals clearly so employees know what actions they need to take:

- Goals should assist in both the development of your company and the staff
- Ensure that goals are attainable to maintain motivation and engagement
- Goals may not be the same across all departments, so ensure they are clearly and specifically defined

Setting the right goals

Understanding what you want to achieve in your business is key to developing goals and actions that can lead to the unlocking of incentives.

It's important to recognise that goals will need to be different to account for different roles within your business.

This tool will help you create the correct goals:

- What is the defining goal/goals for your business?
- Can you define these in a simple and easy to understand way?
- Are they a mixture of short- and long-term goals and objectives?
- Does the way in which your business operates right now reflect this goal or goals?
- How often do you go back to revisit your goal or goals to check they are still relevant?
- Do your employees know this goal/goals?
- What do you hope your business will achieve in the next quarter/year/two years etc?
- How can each team contribute towards this goal?
- Decide what each team can contribute – this may be reaching a financial target, a defined audience, creating a certain amount of product etc
- What is an attainable target for each individual within a team to reach in order to contribute towards this goal?
- Establish one-to-ones with teams and individuals to assess their goals and what they believe is attainable – are there any blockers/issues that will stop them moving forward?

When establishing incentives for teams and individuals, gauge with your staff what they will find most motivating and tailor it towards them as much as you can for better results.