

Why goal setting matters...

1. You need to define what good looks like
2. You can measure progress
3. You can have accountability
4. You can be motivated

As a team

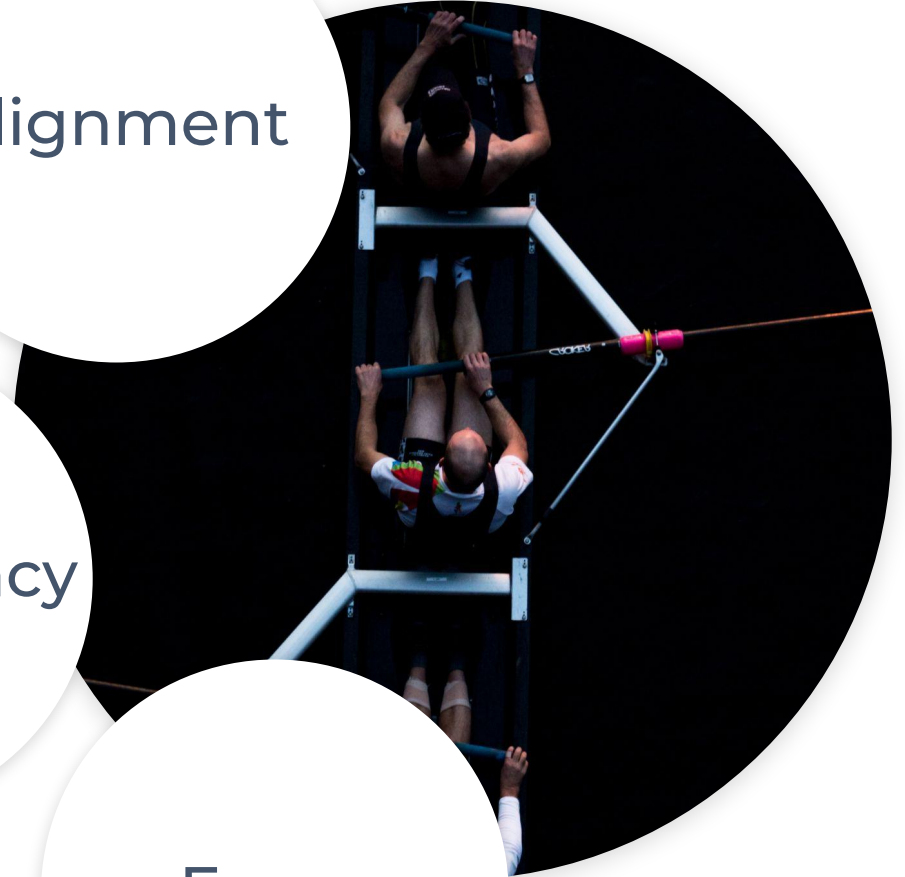
we are more efficient and effective with better...

Alignment

Transparency

Focus

We grow as a business.



Upside Creation

Sell more of existing products

Sell new products

Sell to new customers

Sell more to existing customers

Downside Protection

Reduce churn

Mitigate risks

Remove dependencies

Eliminate debt

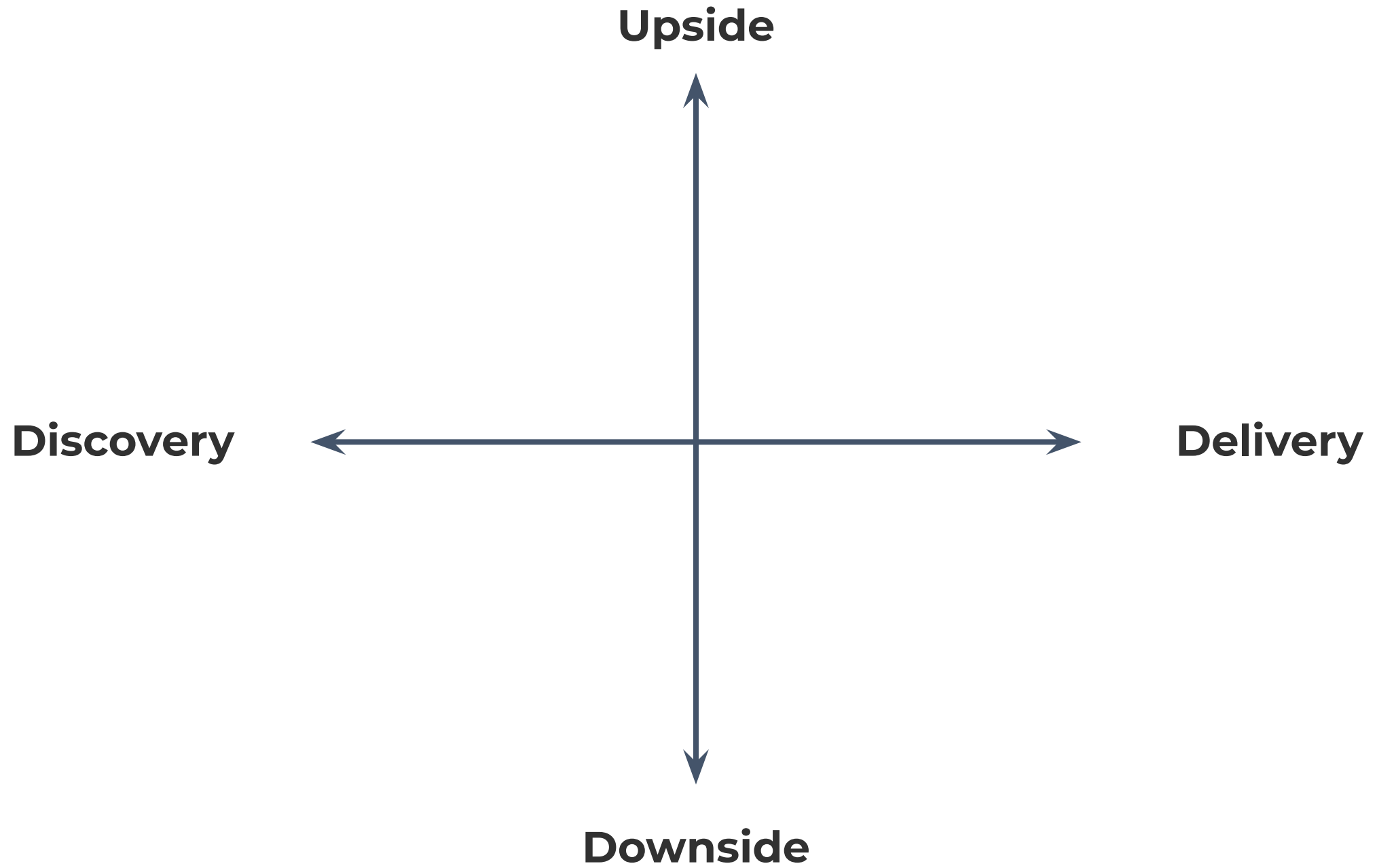
Improve operational efficiency

Turning unknowns into knowns

Cadence of
learning

Turning plans into profit

Excellence of
execution



Structure of a good hypothesis

1.

Because we saw
that
[Data/Feedback]*

2.

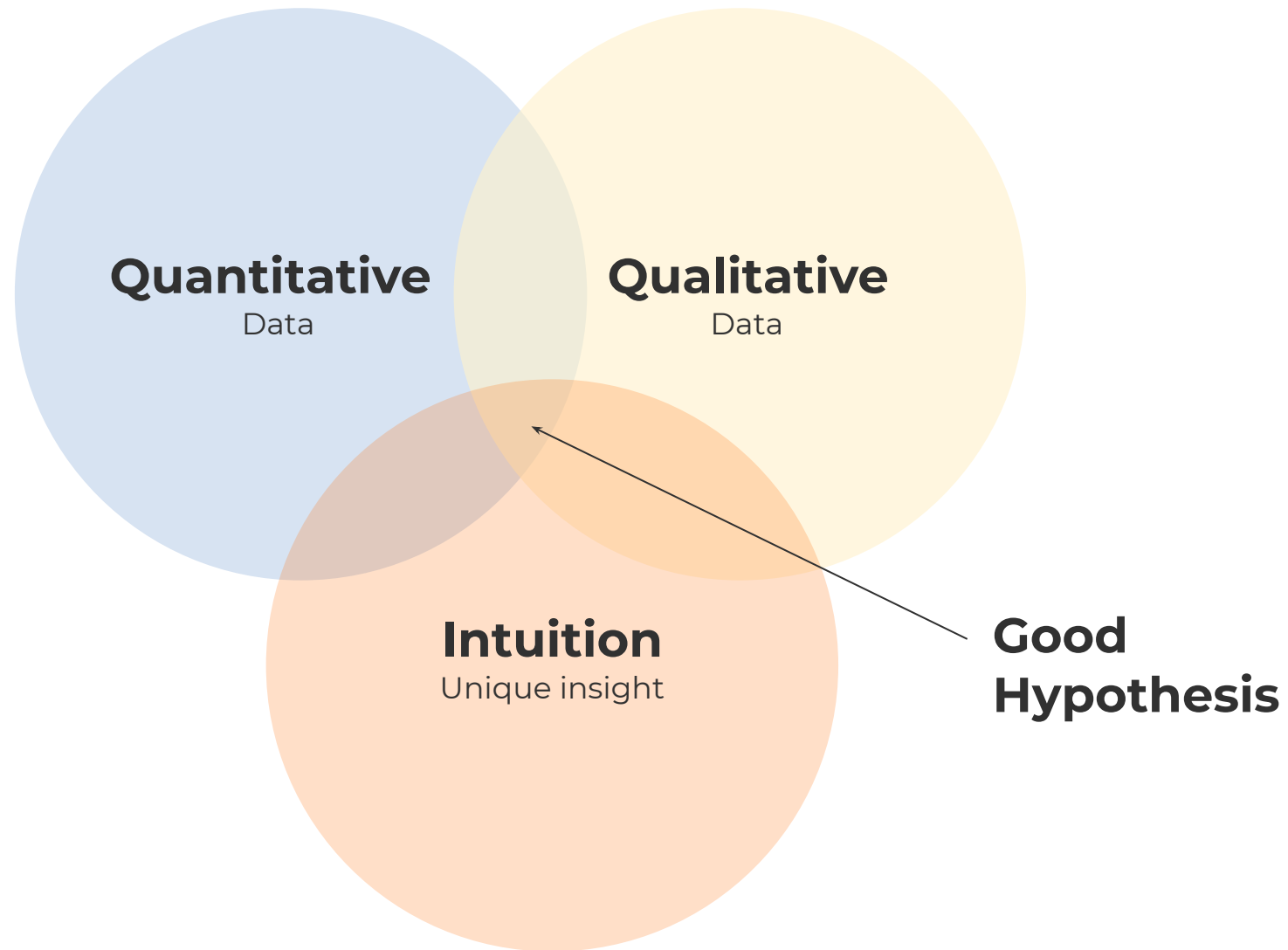
We expect that
[Change]

3.

Will cause
[Impact]

4.

We'll measure
this using
[Data Metric]



Takeaway Task

20 minutes

1. Speak to 3 colleagues in your team and ask them to explain what are their top goals?
 - a. Short term
 - b. Medium term
 - c. Long term
2. Reflect on the clarity and consistency in the answers
3. Complete the goal review pages below. These will be used in future sessions.



Goal Review One

Short Term Goal	
Goal Observations	
Medium Term Goal	
Goal Observations	
Long Term Goal	
Goal Observations	

Goal Review Two

Short Term Goal	
Goal Observations	
Medium Term Goal	
Goal Observations	
Long Term Goal	
Goal Observations	

Goal Review Three

Short Term Goal	
Goal Observations	
Medium Term Goal	
Goal Observations	
Long Term Goal	
Goal Observations	