



Clarity comes from communication. When you want your team to know what is expected of them, you must communicate exactly that. Your goals must be crystal clear. Each team member should know how their role helps them achieve their goals.

This way, a person feels responsible for the success of the team.

They are a part of the process, rather than punching the clock without motivation because they don't understand why their work is important. Use the following tips to motivate individuals by setting clear, detailed goals for them that lead to achieving larger team goals.

Write Clear Goals and Ask for Questions

Goals must be written down. They should be clear and to the point, not some rambling dissertation. You are more likely to achieve goals when you show the path to achievement.

What will it take? What are you going to give your team that will help them move in the direction of the goals? After clear, detailed goals have been communicated, ask for questions. Make certain everyone is on the same page.

Communicate Goals Early and Often

This should start in the interview process. Let prospective team members know what you are trying to accomplish. Give them the huge overall team goal, and then show how their performance will help the company get there. These goals should be communicated often so all team members know what progress, or lack of progress, is being made.

Keep the Goals Fresh

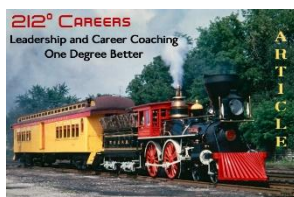
Everyone on your team should be able to recite the overall team goals and their expectations. You can make this happen by posting the goals of team members and the company in high-traffic areas. Keep this information fresh and up to date.

Run the Marathon One Step at a Time

Running 26.2 miles happens by reaching a series of milestones. You first take that initial step. You get to your first mile with several steps. Every step you take contributes to the overall goal of completing a marathon. Use the same strategy here.

Your team goals are your marathon. The individual steps that need to be taken are the responsibilities and goals you give to your team members. Be crystal clear about how these individual contributions are necessary for team success. Follow up regularly and provide all the tools and resources needed for team members to meet and exceed expectations.

Team success only happens with individual contributions. Make the individuals on your team feel appreciated. Recognize them. Communicate regularly. Listen as often as you speak. Keep the individual feeling appreciated and fairly compensated, and the goal-setting best practices will fuel team success.



Scan the QR Code to visit 212-Careers.

