Below are some questions to help you identify what is important for your employee to focus on and achieve during the selected review cycle. We recommend you consider the review cycle when selecting the number of objectives.

These questions are meant to assist in the creation of impactful, results or growth-oriented objectives rather than building a job description. If you have job descriptions for your employees, review the responsibilities listed and then answer these questions.

Why does this job function exist in the organization?

_____

_____

What is the primary objective of this job? What is the secondary objective of this job?

_____

_____

What are the 3 - 5 most important tasks this employee performs in their daily work?

_____

_____

What, if anything, is important for this employee to achieve beyond their normal job functions?

_____

_____

Are their any project-based initiatives important for this employee to complete?

_____

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Review the 3 - 5 tasks you listed above. Here are a few questions to consider:

- Do they state an activity or outline a result?
- Is this easy to track?
- Is this easy to report on?
- Do they support the primary and secondary objective of the position?

If a task or result is not currently being tracked or is not done so easily, then consider the importance of the task. If it is important, consider how to best track and report on the activity and the results.

Review your answers regarding other important tasks performed or project-based initiatives. Here are a few questions to consider:

- Are they important to the organization now? How are they relevant?
- How will these tasks / projects impact the organization?
- Would they be equally weighted as other performance objectives?
- Is the project completion possible within the review cycle selected?

Performance Objective Examples

Example 1: "Make 100 outbound sales calls per week."

This is more activity based.
If we think of the result the organization needs the employee to achieve, we need to reword this example.

"Set a minimum of 10 Sales Demos per week."

This is results oriented. Now rather than, stating or rather re-stating the job task about making calls, we set the expectation for the results. Use your coaching and collaborate with the employee on how to meet this expectation. Achieving this expectation may take making 100 outbound calls per week (or more), sending emails, making social media connections, etc.

Example 2: "Create a campaign to market new product to existing clients."

This is a project based objective.
This may be one step or the first phase of a larger need for the organization. Let's align this if possible to a sales initiative or further define the expectation.
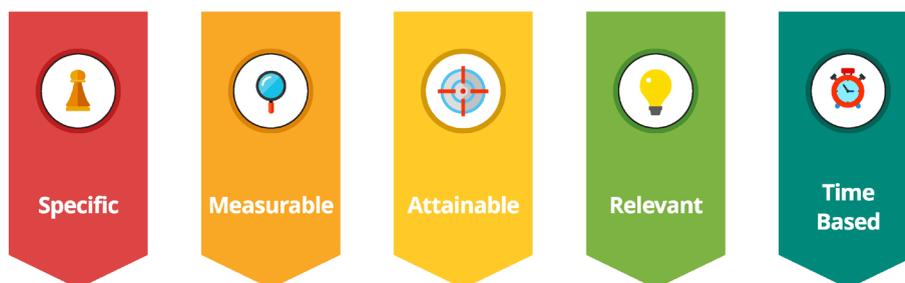
"Drive new product sales of X % through marketing efforts to existing clients."

This is a result-oriented objective that may be executed using projects, such as creating a marketing campaign, sending surveys, executing social media strategies, etc. This does not assume the project of Creating a campaign will deliver the desired results.

Words to Consider when Creating Objectives

Here are a few words to consider when creating performance objectives:

- Achieve
- Maintain
- Increase
- Reduce
- Develop
- Complete

- Identify
- Build
- Implement
- Drive
- Obtain
- Deliver

Specific	Measurable	Attainable	Relevant	Time Based

When creasting objectives we recommend using S.M.A.R.T. goals as a guideline. S.M.A.R.T. goals and objectives have a much greater chance of being accomplished rather than a general goal that may be left open to interpretation.

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