



MONDAY MOTIVATOR

CREATED BY PERFORMANCE STRATEGIES
MANAGEMENT CONSULTING GROUP

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ISSUE 35

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Goals



Welcome to The Monday Motivator, your weekly cup of mental java to help you get ahead and stay ahead! In this edition we're revisiting that familiar topic of GOALS.

Goals are fundamental to life for us humans. Once we have our basic needs taken care of, we can focus on more creative activities. Without goals we would have a hard time providing the basics that allow us to have a place to live, food to eat, water, medical care, clothes, money, etc.

When you are managing an enterprise wide business goals take on a critical role. For high and mid-level managers the main yardstick is called METRICS. To quote one of the leading business coaches in the world of operational performance I turned to business acquaintance and good friend Jay McDowell who runs Action Coach of Orange County (www.actioncoachoforangecounty.com) Jay says this word means the summary reports that are made up of Key Performance Indicators. (KPIs) To reach a goal you have to have a goal. KPIs tell us in advance if we are on track to deliver such goals on time and on budget without a quality compromise.

At every level of an enterprise goals are essential. Most companies are made up of key business groups, each of which has its own goals. A typical corporation table of departments looks like this: (Not in any special order)

Operations	Accounting	R and D	Purchasing	Administration	Production	Marketing
Sales	HR Mgmt.	Training	Logistics	Customer Svc.	Distribution	Legal

This table shows us the 14 more obvious departments of a corporation. There are far more departments that support each of these key groups. All are driven by goals that are set up based on time frames, budgets and quality requirements.

If you were an employee of General Electric during the [Jack Welch](#) era you paid a lot of attention to KPIs because your job was on the line if your performance fell into the lower ten percent of the summary metrics.

Even if we don't admit it, our competition can win market share with inferior products or services when they have goals that are consistently being accomplished. Discipline is the domain of success. Many times reaching goals is just a matter of listening to your customers. They will tell you what they want.

Examples abound to support this. Prior to the DVD's we are so familiar with today, video tapes ruled the world of home entertainment. The first consumer home use video tapes were called BETAMAX tapes. They were developed by Sony and introduced in 1975. This was a plastic housed magnetic reel of tape that produced a decent quality picture for TV viewing but could only hold one hour of content. It was also used in just about every video camera



in that era. But many people wanted to record content that required up to three hours of tape so to avoid having to use three somewhat expensive Betamax tapes the more familiar VHS tape was introduced to the market. By any measure the picture image quality was inferior to the Betamax but this did not stop the VHS tape from becoming the defacto standard home viewing media for just about every movie ever created by the mid-1980s. This tape was created by a competitor of Sony called JVC (means Japan Victor Company) and introduced in 1977. The rest is history. I'm guessing you have more than one of these in a box somewhere in your garage.

Getting back to us mere mortals, many times goals are simply taken for granted. We think about what we want and our actions allow us to achieve, acquire, become or create the desired outcome. A good example is getting to work on time each day. As we think about this, the underlying reason for wanting to do it is to keep our jobs so we can get paid and provide for our basic needs.

Now let's think about the steps required to get us to work on time:

1. Get up in time to clean up, dress up and show up.
2. Prepare lunch, clothes selections; find the keys, and any other items to take with us.
3. Start the car or be on time for the ride to the office.
4. Allow enough time to get to the office by considering the traffic, possible delays, etc.
5. Arrive at the office, get to our desk and start the work day.



Everything about the above collection of tiny goals is dependent on the same consideration ... the clock! Time is not forgiving. If you are late, no excuse will cover your miscalculation. For example, we all know that a plane leaves at a certain time. If we don't plan to be at the airport one hour early we chance missing the flight and that can be costly, hugely inconvenient, even embarrassing at times. So we pay a lot of attention to clocks, watches, etc.

Performance Strategies, Inc. teaches that most of us have five life pursuits that account for just about 95% of our goals and our time. It helps to recognize them as a part of understanding the importance of goals.



Most of us have goals in all five of these considerations. To help us achieve our goals we must be disciplined and willing to let go of some choices to get what is important to us.

Just remember the word **SMART** ... if you can remember that and follow the five steps this stands for then you will achieve more of what you want and less of what you don't want. The S means specific. The M means measurable. The A means attainable. The R means realistic and the T means timely. This topic fills countless books on the shelves. At the end of this Monday Motivator I'll provide a few suggested online links in case you want to pursue this subject in further detail.

In summary, to achieve goals we must know what we want, why we want it, when we want it and how we plan to get it. We live in a world of endless distractions. It's hard to focus on a single objective when there are so many other interesting activities going on all around us all the time. If there's a single word that sums up the most important issue in achieving goals it is the word CHOICE. When we make choices we also un-choose other options. Choice is exactly like tuning in a radio or TV station. When you find the show you want all the other shows are still being broadcast but you have un-chosen them in order to enjoy the one you did chose. To be successful with your goals we all need to get comfortable with un-choosing a lot of options. Focus on what you want more than what you don't have.



Until next week, if you know of any business that would benefit with a little coaching in the areas of organization, time and task management, social media, sales, marketing, customer service, operations, HR, leadership or team-building, have them give us a call at 562-577-7000 or send us an email. We will keep you in the loop on how it's going.

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Our consulting and coaching focus supports management, sales, customer service and operations. Included are sales and management assessment surveys as well as leadership, teambuilding, sales operations efficiency and online tracking projects. Our other team members bring additional disciplines as well. We will showcase them in future editions of this business journal. We are all committed to driving the results you want.