

Motivating Why

THE WHY BEHIND YOUR WHY

What "WORK" Do you believe is yours to do in the world?

What happened to plant the seed/gifted you with the area that you should consider doing this work?

Why is it important that this work gets done?

Who benefits from this work if you are successful?

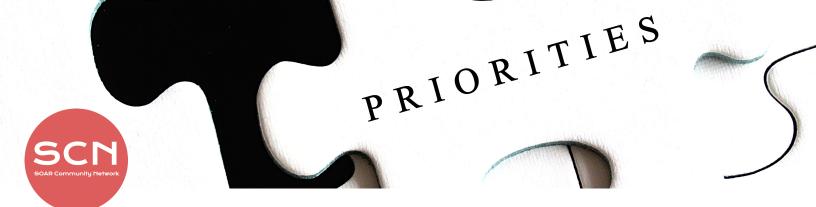
What's in it for them? How do they get impacted?

Why do you care about them (those who you wish to serve) so much?

WHY does this work have to get started or done by you?

How are you uniquely designed to do this work?

What's in it for you?

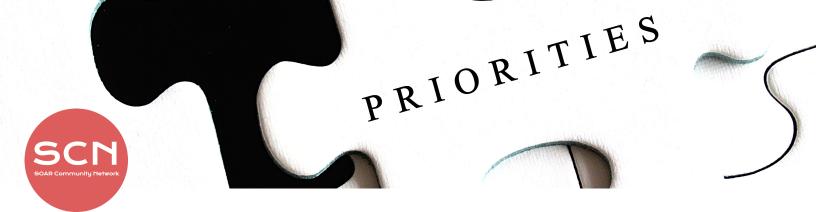


Strategic Priorities

SELECT YOUR TOP 5 STRATEGIC OBJECTIVES

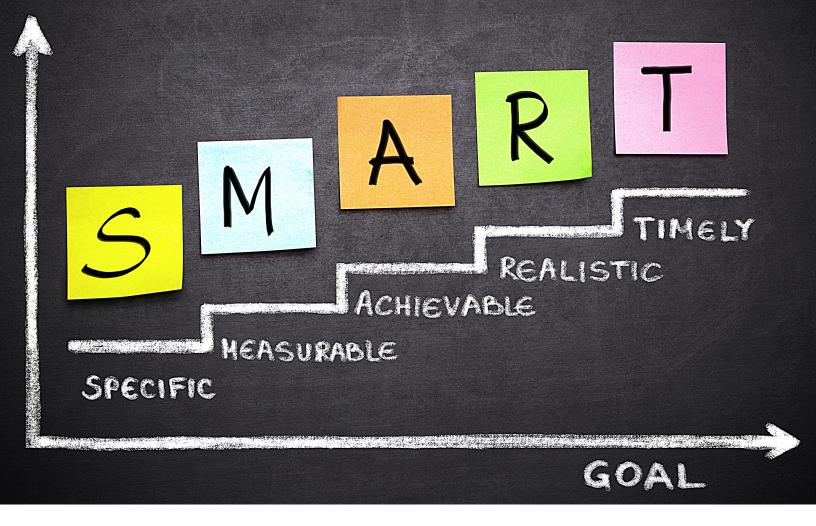
EXPLORING OBJECTIVES		
	Foster and cultivate creativity or a new vision for the company/team	
	Create or redefine your company's brand and/or team's perception through your COVID-19 response	
	Map a new line of products or services that have never been done before	
	Set up a new team, department or initiative within your team that will help meet new strategic objectives by increasing team cohesion and collaboration	
PR	ODUCING OBJECTIVES	
	Develop new pricing or distribution options that will appeal to customers	
	Drive market share with data-backed decisions and discipline	
	Innovate new ways to "go to market" with a new product, service or program. Be the first to the field to initiative and drive new results	
	Drive growth through increased sales or improved customer retention	
ST	ABILIZING OBJECTIVES	
	Implement new systems or processes to stabilize operations	
	Implement structures and procedures to handle the needs of your team(remote work policies)	
	Cut down on redundancies and improve efficiencies to help improve/stabilize the bottom line	

Increase employee engagement to ensure productivity during remote work



Strategic Priorities

CULTIVATING OBJECTIVES		
romote from within to foster a culture of engagement and professional development		
ncrease team cohesion in order to improve team-level outcomes		
ncrease employee engagement to improve productivity and retention		
nprove our employees' loyalty and faith in the company		
e Each Selected Objective and Put Them In Your Own Words		
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NEXT STEP - SET SMART GOALS FOR EACH OBJECTIVE

Specific, Strategic, Significant
Measurable, Meaningful, Motivationa
Attainable, Achievable, Adjustable
Relevant, Realistic, Results
Timely, Tractable, Tangible

Example:

Grow Market Share at least 10% by the End of the Year

- **Specific:** We know the geographic area, the product line, and the level of growth (10%) we're looking for
- **Measurable:** We will be able to measure our goal by tracking new customers, growth in new markets, and overall growth in current markets
- Achievable: We grew, overall, by 8% last year and we feel this increased goal is doable
- Relevant: Growth goals increases market share
- Time-bound: We will reach our goal by the end of the year