



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?



P R I O R I T I E S

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

PRODUCING 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

STABILIZING 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



P R I O R I T I E S

Strategic Priorities

CULTIVATING OBJECTIVES

- ☐ Promote from within to foster a culture of engagement and professional development
- ☐ Increase team cohesion in order to improve team-level outcomes
- ☐ Increase employee engagement to improve productivity and retention
- ☐ Improve our employees' loyalty and faith in the company

Take 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, Motivational
- ☐ 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