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# TTI DNA<sup>®</sup>

# Goal Orientation

*A session from*  
*Rx Online*

## Goal Orientation

***Setting, pursuing and attaining goals, regardless of obstacles or circumstances.***

### Why is this skill important?

People with strong Goal Orientation skills will lean toward tasks in which the outcome or product completion occurs within a fairly short period of time. They will be able to gather and organize significant resources to achieve excellent results in a short time frame, without sacrificing quality, enjoyment of the job or any other essential factor. In contrast, people with a poor focus on goals don't have an interest in all of the variables that lead toward achieving goals. For example, they may focus on being fast, being perfect, enjoying the work or some other factor at the expense of successful results. Consequently, their outcomes or products are incomplete.

The first step toward becoming more Goal Oriented is understanding not only your own role in your organization, but also how your plans match up with your organization's strategies and goals by understanding the big picture. Not only do you need to analyze your day-to-day Goal Orientation skills, you also need to develop top-level and long-range plans to support and achieve good results for your organization.

Effective leaders act independently to define and achieve objectives without supervision. If you want to be seen as a leader in your organization, you must be more than just knowledgeable about your subject area or profession. Rather, you should establish ambitious and challenging goals and become known for achieving them. Getting results is important for your career and for your organization's bottom line. If you are perceived as setting and achieving ambitious goals that add value in your organization, odds are you will advance within your company. Remember, setting goals is not enough. You must achieve your goals and work well with others within your organization to meet wider objectives.

There are many ways to act on the goals set for you or by you:

- You must ensure that your top-level plans get completed efficiently and effectively in the real world of day-to-day business.
- Goals and tactics you defined in your top-level planning process need to be part of your daily, weekly and monthly plans.
- You should spend some time every day working toward your top-level goals even if daily interruptions or priorities take up most of your time.

## What skills are associated with Goal Orientation?

Someone who has mastered skills associated with Goal Orientation:

- Acts independently to achieve objectives without supervision.
- Expends the necessary time and effort to achieve goals.
- Recognizes and acts on opportunities to advance progress towards meeting goals.
- Establishes and works towards ambitious and challenging goals.
- Develops and implements strategies to meet objectives.
- Measures effectiveness and performance to ensure results are attained.
- Acts with a sense of urgency to achieve goals.
- Demonstrates persistence in overcoming obstacles to meet objectives.
- Takes calculated risks to achieve results.

## How do you develop your own skills in Goal Orientation?

- Articulate your organization's current mission and strategy. Periodically re-assess your organization's priorities.
- Make sure your goals parallel and support those of the organization. Identify up to five critical success factors you and/or your department must achieve to realize your goals.
- Work to establish specific goals and tactics to achieve them. However, make sure your plans are realistic ones, achievable with resources you currently have.
- Re-evaluate your goals periodically to make sure they remain in line with your organization's priorities.
- Establish targeted completion dates for projects and phases of projects.
- Monitor your progress as you work toward completion of projects and evaluate your results so you can make better plans for future projects.
- Prioritize your daily, weekly and monthly to-do lists. The most urgent items must be your first priority.
- Challenge yourself and monitor your progress toward achieving key goals.
- Keep key individuals in your organization informed about what you and/or your department are doing.
- Follow up on outstanding issues and bring them to closure.
- Don't let small problems turn into big ones. Work to resolve conflict when it arises and learn how to pursue a new avenue if you don't get the results you need on the first try.
- Convey a sense of urgency on projects that need it. Let others know that their cooperation is essential to achieving a difficult deadline. Tell others when you are working on a critical project.
- If you are having difficulty achieving results you want, change your strategy or ask someone else to assist you. Delegate responsibility and decision-making authority to others to complete tasks you cannot complete or do not know how to do.
- If you are working with a project team, take time to explain to team members how their work fits into the scope of the project. Make sure you share expectations of their performance.
- If someone or something interrupts your progress on a given project, assess the new task to determine its level of urgency.
- Follow through on your commitments. If you promise to do something, do it even if you don't want to. Work your commitments into your daily planning calendar to ensure that you follow up.
- Remember the 80/20 rule; You can be 80 percent effective by achieving only 20 percent of your goals but this only applies if you prioritize and accomplish your most critical 20 percent each day.

- Be willing to change your plans if they are not working or are superseded by a more important plan or direction from your management team.
- Determine what support you need from others and bring those individuals into the planning process early. If they are involved in planning, they are more likely to feel invested in the eventual outcome of the project.
- Ensure that you have quality processes in place. If you don't, you probably won't achieve quality results.
- If you don't meet your anticipated goals, never place blame on someone or something else.

# Goal Orientation

## Activities

### Activity 1: Goal-Oriented Attitude

If you haven't already, make an appointment to discuss organizational priorities with your supervisor or management team. Make a list of priority items and determine where your time can be best spent to help achieve these goals and add value to your organization.

**Organizational Priority #1:** \_\_\_\_\_

**How can I help?** \_\_\_\_\_

**Organizational Priority #2:** \_\_\_\_\_

**How can I help?** \_\_\_\_\_

**Organizational Priority #3:** \_\_\_\_\_

**How can I help?** \_\_\_\_\_

## Activity 2: Next Steps-Part 1

Using the table below as a guide, make a list of your top goals. It is useful to relate your goals to the organizational priorities you defined in Activity 1.

Once you have listed your goals, figure out how to measure your success at reaching that goal. Will you have succeeded when the annual report gets published? Will you have succeeded when an existing client comes to you for a new project? Will you have succeeded when you set up a committee to work on a new initiative?

Do your best to determine how to measure your success. Then, give yourself a reasonable deadline for accomplishing the goals you set. Some may have a deadline in the next few days; others may not be completed until a year from now.

Goal	What is Success?	Due Date
1.		
2.		
3.		
4.		
5.		

## Activity 3: Next Steps-Part 2

Think about the projects you are currently involved with at work. Make a list of five, top-priority projects you are working on, and then list the next steps you need to take to bring each of those projects closer to completion.

Project Description	Next Step
1.	
2.	
3.	
4.	
5.	

## Activity 4: Day-to-Day Results

1. Every day this week, create a carefully thought out to-do list.
2. Once you have written each task, prioritize each as urgent, less urgent or not urgent.
3. Re-evaluate your list and add new priorities as they come up.
4. After the week has been completed, look at your list.
  - a. Did you accomplish everything you set out to accomplish? If so, could you have accomplished more?
  - b. Were the things you didn't accomplish urgent, not urgent or a mix of tasks?
  - c. What prevented you from meeting your targets? Time? Resources? Other factors?
5. At the beginning of next week, review your answers to the above questions.
  - a. Can you prioritize tasks better?
  - b. Can you accomplish more tasks by organizing them better?
  - c. Can you avoid the pitfalls that prevented you from meeting last week's goal?