

HOW TO 4 HOW TO SET SMART OBJECTIVES FOR EMPLOYEES?



FIERCE TACTICS



CONDITIONS OBJECTIVES

OBJECTIVE

Arbitrariness

Interpretations

Result is not
dependent on
evaluator



PREDICTABLE

Surprises

Employee knows
results before
evaluation takes
place

“The Project Manager keeps the stakeholders informed of the progress of the project.”

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SPECIFIC

Specific and limited
“Stakeholders = CEO & board”



MEASURABLE

Evidence that supports progression
“Roadmap”



ATTAINABLE

Achievable within the foreseen timeframe
“Weekly and monthly presentation”



RELEVANT

Aligned with objectives and values
“Biweekly sprints”



TIME BASED

Realistic but ambitious end dates
“Deadline milestone X = 31/3/2024”





CRUCIAL SUCCESS FACTORS

CONSULTATION MOMENTS

- Weekly
- Monthly
- Progress towards objectives



Q1 2024

Q2 2024

Q3 2024

Q4 2024



CONSEQUENCES EVALUATION

- Raise
- Bonus
- Extra training
- Promotion
- Reorientation

SANDRA DEBECKER

FIERCE TACTICS



+32 485 24 67 67



sandra@fiercetactics.business



www.fiercetactics.business



@fiercetacticsbusiness

