

MODULE #01: BEHAVIORAL GOALS

TIME: 15 – 30 MINUTES

SITUATION: A study on organization change which was described in the book, “The Critical Path to Corporate Renewal” divided change efforts into three categories: High Achievers, Average Achievers and Low Achievers. Focusing on the High and Low Achievers, they found that 89% of High Achievers had general goals compared to 86% for Low Achievers; no statistical significance. But when they took a closer look, they found that High Achiever had 89% behavioral goals and Low Achiever had only 33%; big difference.

- General Goals focus on what you or the company wants to achieve (e.g., grow our revenues by 25%).
- Behavioral Goals focuses on what you or your team needs to do to achieve success (e.g., meet once a week to discuss successes and challenges).

EXERCISE:

1. Have individuals list 1 – 3 of their general goals. Select individuals at random to share their goals aloud.
2. Next, have each individual select 1 goal and list the behavioral changes they have made or are making to achieve the general goal.
3. Select a few individuals to share their selected goal and the behavioral goals they have or will implement to insure their success.

INSTRUCTOR NOTES:

Objective: Get individuals to think beyond general goals and focus on what behaviors they have to change or implement to achieve their goals.

Example: If your goal is to increase the number of prospects you meet with from 5 to 10 per week, what needs to change, in your behavior, to make that happen? Examples may include: increase the number of daily calls from 3 to 5, ask existing clients for referrals, send out a newsletter bi-monthly instead of a monthly, ...etc.