

Action plan



Creating effective targets for your employees

Employees need to understand the impact they have to stay motivated. Setting effective targets helps define expectations and makes sure team members can make the best possible contribution to your company's goals.

- **Effort:** Medium
- **Impact:** High

Actions:

Create and maintain a financial forecast.

- **Impact:** Medium
- **Suggested duration:** 7 days
- **Why this will help:** Employee targets need to be aligned with company goals to make sure their work is driving the business forward. This empowers employees because they can see the impact hitting their targets has.

Set KPIs that promote growth and make sure employees are contributing towards the company's long-term goals.

- **Impact:** High
- **Suggested duration:** 14 days
- **Why this will help:** It's important to get goals to flow from the company's overall objectives to team targets and individual staff member's KPIs. That alignment makes sure the activity that's being incentivised is helping to push the company forwards.

Work with employees to align targets with their career progression.

- **Impact:** High
- **Suggested duration:** 56 days
- **Why this will help:** Building a career development plan around a team member's aspirations increases retention and motivation. Targets can then be developed for milestones, eg. when a training programme or sales target is reached a promotion becomes available.

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Check in with staff each week to find out if they have the tools and support they need.

- **Impact:** Low
- **Suggested duration:** 14 days
- **Why this will help:** Employees need to have sufficient support to achieve their goals. If they don't have the time, training or resources needed, it will sap motivation.

Book regular one to ones to review targets.

- **Impact:** High
- **Suggested duration:** 28 days
- **Why this will help:** Reviewing targets on a regular basis allows you to find out what's working and why, and understand any challenges the employee has. It also increases accountability.

How will I know if my action plan is working?

Way to measure success

Employee feedback survey.

Why this metric?

Gauging how aware team members are of their targets and whether they think they can make an impact lets you know whether they've been properly implemented.

How do I start tracking?

Conduct quarterly surveys to find out what people know about their targets and how they view their impact. This can be built into a wider employee engagement survey.