

# 5 Tips for a setting Objectives

THE OBJECTIVES SHOULD GUIDE DECISION MAKING SO REMEMBERING THEM IS CRITICAL

01

### Set just 1-3 of them

Set just one to three Objectives for the whole organisation. A few Objectives are easily encoded in, and recalled from, memory in day-to-day work.

03

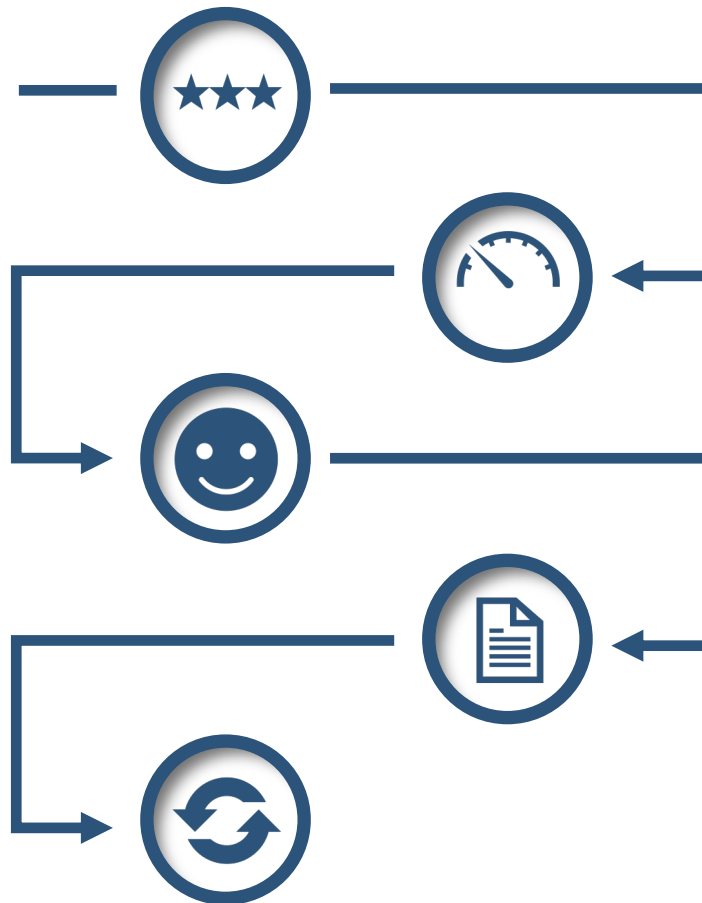
### Invoke emotion when envisioning them

The Objectives must be emotionally impactful i.e. an emotional downside by not meeting them (e.g. fear, shame and anger) and an emotional upside by meeting them (e.g. happiness, elation and pride).

05

### Repeat them often

Repeat the Objectives as a matter of course in the operation of the organisation and at least weekly. Repetition aids memory encoding and recall.



### Make them measurable

The Objectives must be measurable so you can work out whether you have met them at the end of your planning horizon. Use any technique you like but make sure you know for sure you have met them or not.

02

### Communicate them widely

Write down the Objectives everywhere you can in the organisation e.g. posters, business cards, stickers, screen savers, document templates, an agenda item in every meeting.

04