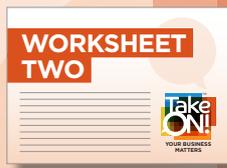
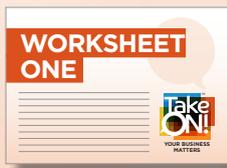


## AT A GLANCE:

# HITTING THE TARGET



### WHAT'S THIS THEME ABOUT?

Each year, company's set targets to sustain and grow the business. These targets are usually translated into KPIs so that every person makes a real contribution to the business goals. Unfortunately targets are often accompanied by confusion, disillusion and fear! 'Hitting the target' helps teams to understand your business priorities, and how they relate to our individual targets. It's an opportunity to find ways to achieve the targets instead of worrying about them.

Through our next four weekly conversations we ask the questions:

- What are the priorities for our business?
- How do I contribute to the business priorities?
- What knowledge, skills and attitude will make us successful?

### WHY IS THIS IMPORTANT?

**President John F Kennedy:** "Hello friend. What's your name and what do you do here?"

**Janitor:** "My name is Ray, Mr President and I'm helping put a man on the moon"

#### The Man on the Moon story

In 1961 JFK set the vision of landing a man on the moon and returning him safely to earth. This vision was so compelling and so well communicated, that some time later, on a visit to Cape Canaveral, the above conversation reputedly occurred.

The power of the story is not so much in the compelling goal of space exploration, more in the power of a strong vision and a shared goal, that is communicated well through strong leadership. Clearly, an organisation is more likely to succeed when the people within it feel they are contributing to something much bigger than themselves as individuals.

### IDEAL OUTCOMES

- People will understand business and team goals
- Teams / individuals understand the different ways that they can influence bottom line results for the business and their team
- Teams / individuals can link business priorities to their KPIs (i.e. success = increase sales, decrease costs, or customer retention)
- Teams / individuals are more efficient in the pursuit of targets and objectives.

**"Fear melts when you take action towards a goal you really want."**

Robert G Allen

CONVERSATION SHAPER

