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CLEAR questions to ask

By Adam Kreek



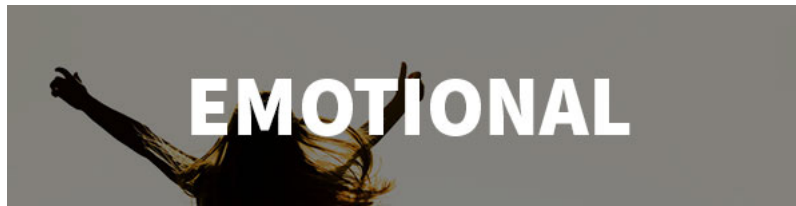
Goals must include a social framework that drives momentum and stimulates the completion of the task.

Ask yourself: With whom? Who is on your boat? Who supports your boat? Who is your boat serving? Who are the stakeholders? Customers? Who in power do you need on your team? Which employees, colleagues, can help? Who do you need above you? Who do you need below you? Who do you need alongside you? Tell me WHY these collaborators matter.



Goals must be limited in both scope and duration.

Ask yourself: When do you start? When do you stop? What geographical limits exist? What personal limits exist? Are you being realistic? How will I know when the goal is complete? Is the goal SMRT? Is there anything that you should NOT do to achieve this goal?



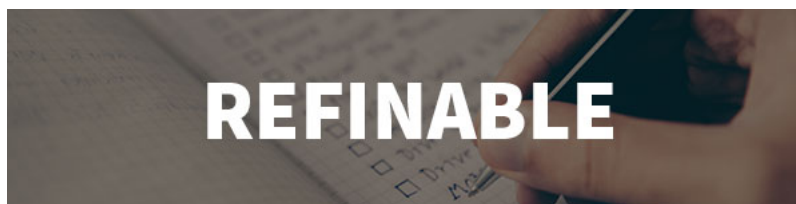
Goals should make a sincere and undeniable emotional connection to your core and the core of your employees—tapping into an energy and passion that you can feel.

Ask yourself: Does this goal serve my purpose? Does this goal feed my needs? Why am I doing this? Am I 100% dedicated to this goal's outcome? How will my goal affect the emotions of the people I manage? The people who manage me? My teammates? How will this goal affect your personal goals and career plans?



Large goals must be broken down into smaller goals so they can be accomplished more quickly and easily for long-term gain. The must be actionable. Dream big; act small; work hard.

Ask yourself: What is the next, smallest, most-obvious action? What key performance indicators can I use for metrics? What key milestones exist in the achievement of this goal? What other goals will be accomplished on the road to accomplishing this goal? What objectives can I stack and track?



Set goals with a headstrong and steadfast objective, but as new situations or information arise, give yourself permission to refine and modify them. What m

Ask yourself: What information can I anticipate changing? What (beyond my control) could cause the above not to occur? Would a change in path mean a change in my highest goals? What matters most? When will I revisit this goal to tweak it? What is most likely to go wrong? How will you adapt to the best case scenario, worst case scenario and most likely scenario?