

Setting Objectives

Bitsize Workshop OMD EMEA



1

before we begin...

Resources Page

All materials you'll need during the workshops


+ slides PDF

Meeting Chat

... the link is in your chat box

... please have it ready to access throughout

Type new message...



2

before we begin...

If you need help with anything during the workshop...

hello@effectivelearning.co.uk



3

Share something that you weren't always good at, but are now... how did you get there?




4

In this workshop

- What (do I want to work on) & Why?
- How big, how high, how fast?
- Get Specific
- Using Time
- Review & Accountability




5

before we begin...

By the end of this workshop you should be able to:

confidently select what you want to work on, and why	✓
consider the importance of engagement and achievement in setting good objectives	✓
decide how specific your objective has to be, and how much it might be affected by the time available	✓
assess how much your chosen objective might be affected by your own learning preference and help you stay accountable	✓



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what & why

What do I want to
work on **& why?**

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what & why

S SPECIFIC
M MEASURABLE
A ACHIEVABLE
R RELEVANT
T TIMEFRAMED

E ENGAGING
R REVIEWABLE

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8

what & why

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what & why

Brainstorm (solo)

Setting Objective

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what & why

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OMD

Skill Dimensions

- 1 Proactive Problem Solving
- 2 Client Impact
- 3 Teaming & Collaboration
- 4 Specialist Skills
- 5 OMD Behaviours


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what & why

Brainstorm (solo)



- 1 Proactive Problem Solving
- 2 Client Impact
- 3 Teaming & C
- 4 Specialist S
- 5 OMD Beh



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Group Activity



Help each other fill in any gaps...




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what & why

Solo Activity



Choose **1** objective to work on today.

You'll be working in pairs - to help each other with their chosen objective.

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what & why

Solo Activity



Real or inspired by one of the cases.


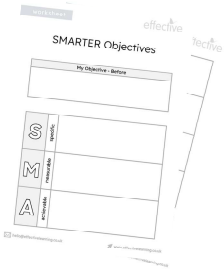


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what & why

Solo Activity

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How big, how high, how fast?

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how big, how high, how fast?

<https://effective.vision>

for more quotes, visit

“ Nobody rises to low expectations. ”

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how big, how high, how fast?

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for more quotes, visit

“ You can do anything, but not everything. ”

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how big, how high, how fast?

Different routes to excellence



- Perfectionism
- Excellence redefined as 'good enough'
- The Everest of Excellence
- Continuous improvement (via peer feedback)


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how big, how high, how fast?

Drive for excellence Ambition Competitive: be the best	Failure to deliver Long hours Burn out
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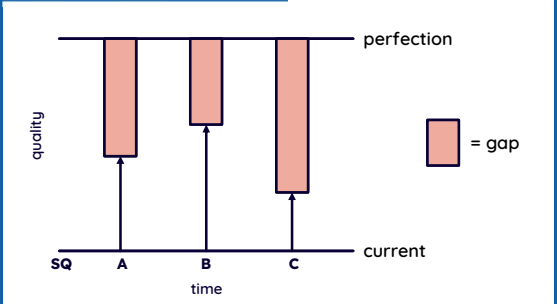
THE BALANCING ACT

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how big, how high, how fast?



quality

perfection

current

SQ A B C time

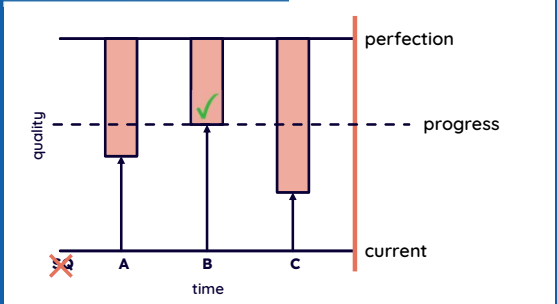
= gap

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how big, how high, how fast?



quality

perfection

progress

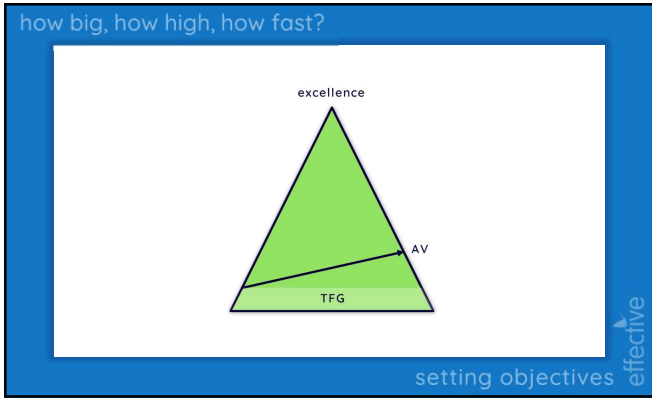
current

~~SQ~~ A B C time

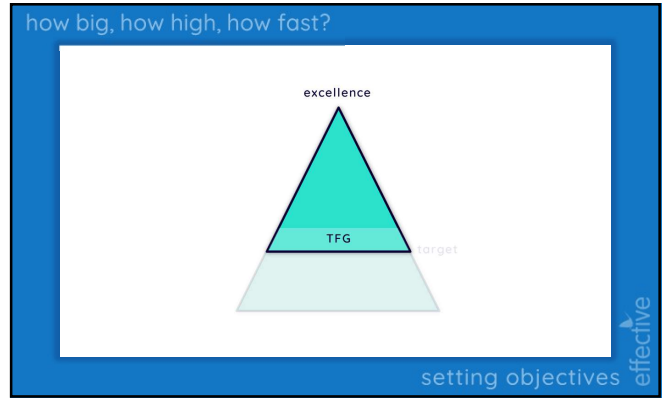
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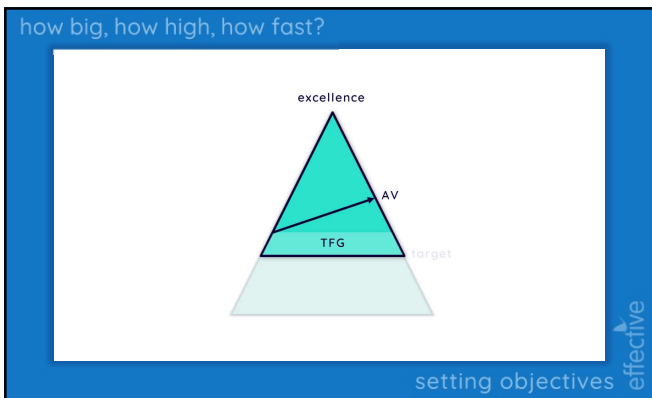
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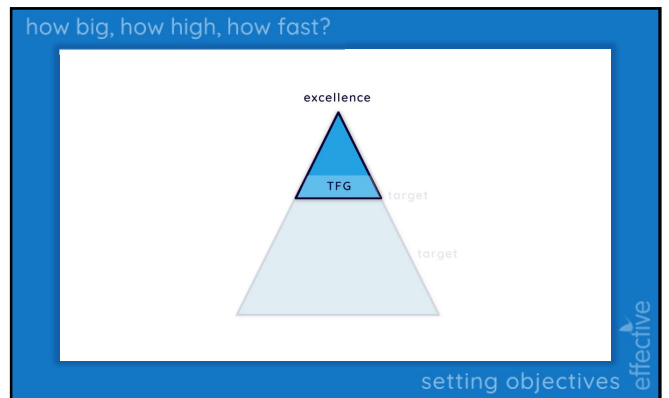
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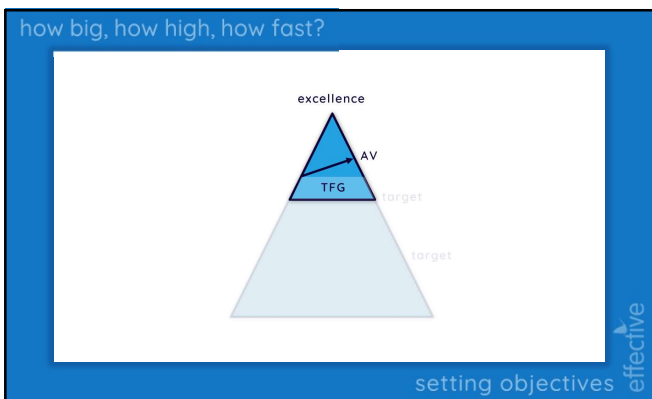
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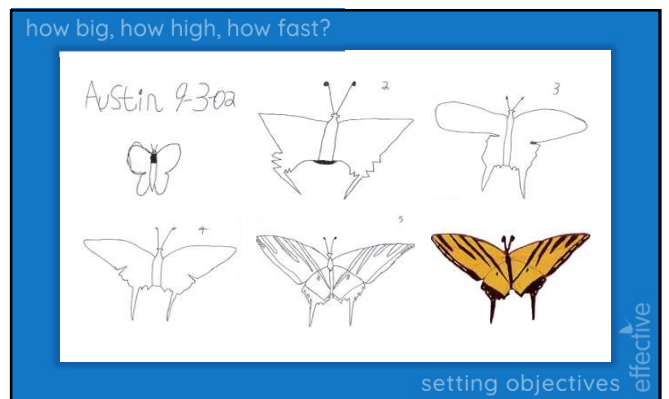
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how big, how high, how fast?

S SPECIFIC	E ENGAGING
M MEASURABLE	R REVIEWABLE
A ACHIEVABLE	
R RELEVANT	
T TIMEFRAMED	


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how big, how high, how fast?

Paired Activity



A ACHIEVABLE
E ENGAGING



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Get Specific

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Get Specific
What, exactly & by when.

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get specific

S SPECIFIC	E ENGAGING
M MEASURABLE	R REVIEWABLE
A ACHIEVABLE	
R RELEVANT	
T TIMEFRAMED	

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get specific

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for more quotes, visit

“**Someday is not a day of the week.**”

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get specific

Which is easier to measure?


High	between 5 & 6 metres
Long	no more than 12 metres
Good	80% accurate
Friendly	warm eye contact & a smile

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get specific

Paired Activity



S SPECIFIC
M MEASURABLE
T TIMEFRAMED



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Making Using Time

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making using time




Time management is a myth.
We don't manage time - only what we do with time.
So...we manage...

Priorities


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making using time



Urgent

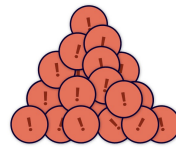
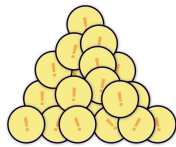


Important

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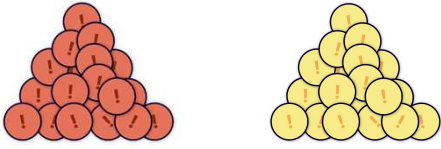
1 Everything becomes urgent

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1 Everything becomes urgent



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2 Some important happens too late

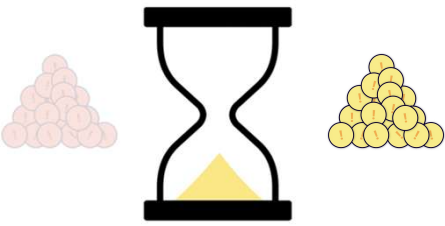


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3 ... or not at all



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making using time

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“ The best time to plant a tree was 30 years ago. The next best time is now. ”

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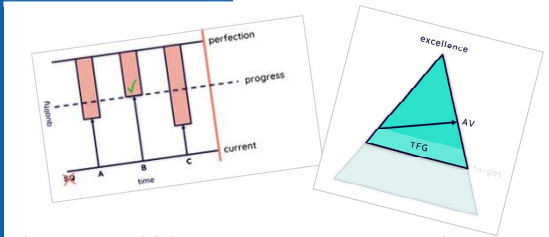
Review & Accountability

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review & accountability



perfection

progress

current

excellence

AV

TFG

larger

Austin 230a


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review & accountability

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No failure, only feedback. 

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review & accountability

S SPECIFIC

M MEASURABLE

A ACHIEVABLE

R RELEVANT

T TIMEFRAMED

E ENGAGING

R REVIEWABLE

With your manager:
6-monthly (compulsory)
Monthly (optional)

With yourself?


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review & accountability

Pathway Review

 **6 monthly**

→ The Pathway review meeting is the perfect opportunity to discuss which are the most important skills for you to work on, for your progression.

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review & accountability

Pathway Review → Pathway Plan

- Coming out of the formal Pathway review process you should have a clear idea of your strengths and areas for development.
- Your Pathway plan enables you to create sensible and meaningful objectives for the next 6 months

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review & accountability

Pathway Plan → Share Sessions

→ Monthly Pathway share sessions give you the opportunity to review your objectives with your manager (and ask for additional support if needed)



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before we go

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before we go

Solo Activity



Finalise your notes into a single, SMARTER objective.



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Any examples to share...?



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before we go

Any examples to share...?





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Thank you!

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before we go...

Your feedback matters :)

... feedback form at the bottom of the resources page.

What did you like about the workshop?*

What would have made the workshop better?*

We'd love to share your comments... can we share them...

on our website?

on our social media?

Email*

First name

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