



BENEFITS OF NEGOTIATING GOALS

Increased
engagement



Improved
internal
communication



Reduced
turnover



Data-driven
decision-making



Strengthened trust
and teamwork



Simplify

GOAL NEGOTIATION

Strategies to engage
your team

Negotiating goals goes beyond numbers. It's about aligning expectations, inspiring your team, and fostering an environment where everyone feels part of the success.



According to the 2023 Gallup State of the Global Workplace report, only **23% of employees are engaged at work.**



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of **employees**
are **engaged**
at work

What's missing?

Strategies that make goal negotiation more motivating, collaborative, and productive, effectively connecting people with objectives.

4 strategies for goal negotiation

Set SMART* goals

Generic goals are demotivating. Use the SMART methodology to ensure clarity and focus. For example, instead of saying "increase sales," specify "grow B2B revenue by 15% by December."

Align Goals with the Company Vision

Every goal should answer: "How does this contribute to the organization's bigger picture?" This reinforces their relevance to the team.

Turn the Process into a Conversation

Negotiation is a two-way street. Listen to your team and adjust goals when needed.

Recognize and Reward Achievement

Simple acknowledgments drive significant motivation. Consider celebrations or monthly bonuses linked to performance.

***SMART** = Specific, Measurable, Achievable, Relevant, Time-bound

COMMON MISTAKES

in goal negotiation



Not setting deadlines

Without clear deadlines, **the team may procrastinate and lose focus**. Define specific dates to ensure commitment and results.



Lack of follow-up

Goals become disconnected from reality without regular reviews and lose momentum. Track progress to maintain engagement.



Setting unrealistic goals

It's essential to be challenging, but goals need to be achievable. Overly **ambitious targets can demotivate the team**.



Establishing too many goals

Overloading the team with **numerous goals can lead to burnout**. Focus on what truly matters and break down significant goals into smaller, manageable objectives.

TIP: Use goal deployment software to facilitate tracking and ensure everyone stays aligned.

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