

Getting The Results You Want

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Behavioral experts have long agreed that, under normal circumstances, people will do exactly what they believe they are supposed to do. In other words, they will do their best to complete their goals and objectives to the best of their ability. In spite of what you might think, they don't intentionally set out to do things contrary to what you want them to do.

If these statements are true, why do so many organizations have problems performing, both individually and as a group?

Surprisingly enough, the most common problem with organizational performance is not bad people or bad systems, but bad (or incorrect) goals and objectives. In other words, people are doing what they think they are supposed to be doing, but they are not doing what really needs to be done.

If I've got correct goals, and if I keep pursuing them the best way I know how, everything else falls into line. If I do the right thing right, I'm going to succeed. – Dan Dierdorf

Most organizations either set their goals and objectives without regard to the goals and objectives of the company, or they set them based on last year's goals. They assume last year's goals were correct and look to increase productivity in the coming year. This generally leads to a process that perpetuates last year's problems into the current year.

This process also omits a key element of the equation; the customer.

Over the years we've come across more organizations with incorrect goals and objectives, than correct ones. This does not mean that the goals and objectives of any organization are totally off the wall, or not relevant to the work being done. Instead, we find that the goals, at first glance, look good and sound good. But upon further review, you find that achieving the goals (as defined) doesn't really ensure the success of the organization or the company. Instead, they represent some type of modest improvement over the prior year's performance, regardless of whether that performance really helped the company or the customer.

Creating goals and objectives that are "correct" for the organization requires you to relate those goals directly back to the company goals AND to ensure those goals also meet customers' needs. Keep in mind, that in many organizations the

customer is not the end user, but another department within the company. It should be relatively easy for a leader to take their goals and directly ask their clients (external or internal), “If we achieve these goals will we be serving you as you require?” Or maybe even “What goals can we set that will help make you successful?”

It is amazing to see the number of organizations which celebrate their successes, while their customers fume over their lack of performance.

Asking these simple questions ensures your team will be doing the work that is actually required and appreciated. It also ensures your organization will be perceived as one that performs admirably, contributes to the bottom line, and serves their customers.

When you can do that, you open up the doors to success for your entire organization.

An engaged and energized workforce leads to higher productivity, reduced costs, improved customer service, and increased profitability. Employee engagement happens when your Corporate Culture, Leadership Style, and Employee Expectations are in synch.

The Fusion Program from ECI Learning Systems is designed to align these 3 concepts in your organization – engaging your employees and creating positive energy that will propel your company to new heights.

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