

Small Shifts, Better Results

Continual Improvement happens when goals are:

Learning-focused, Reviewed often, Behavior-specific, Reflection-driven, and Socially supported

Webinar Objective

Explore Five Practical and Immediately Actionable Goal-Setting Strategies to Drive Continual Improvement, Stronger Performance, and Better Results for the Public We Serve

1. Set Learning Goals, Not Just Performance Goals

Performance goals focus on outcomes

- Increase output by 10%
- Reduce customer complaints by 15%

Learning goals focus on capability

- Improve my skill at prioritizing high-impact work
- Practice root-cause analysis weekly to identify complaint drivers

Why it matters:

Continual improvement depends on building capacity, not just hitting a number once.

2. Break Big Goals into Short Feedback Cycles

Annual goals don't improve performance. **Frequent review does.**

- Use 30–60 day checkpoints to ask:
 - What's working?
 - What's not?
 - What needs to change?

Why it matters:

Improvement happens through adjustment, not rigid adherence.

Pro Tip:

Treat Goals like **Experiments**, NOT Contracts

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3. Define What “Better” Looks Like in Clear, Observable Terms

Vague goals kill improvement

- Instead of:
 - “Communicate more effectively”
- Try:
 - “Send meeting summaries within 2 hours”
 - “Ask 2 clarifying questions before responding in meetings”

Why it matters:

You can’t improve what you can’t see or measure.

4. Pair Every Goal with a Reflection Habit

Improvement requires thinking time, not just doing time.

- Add a 5-minute weekly reflection:
 - What did I try?
 - What did I learn?
 - What will I do differently next week?

Why it matters:

Reflection converts activity into growth.

5. Involve Others in Your Goal Process

Share goals with a manager, peer, or team.

then

- Ask them:
 - What should I start doing?
 - What should I stop doing?
 - What should I keep doing?

Why it matters:

Continual improvement accelerates with outside perspective and accountability.

Apply These 5 Concepts to Shift Goal Setting from an Annual Formality ----> To a Daily Performance Driver

Webinar: Practical Goal Setting for Stronger Performance
facilitated by Christell Bechtold, CBechtold@cpshr.us