

Cascading and Setting Objectives

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INTRODUCTION

The annual business cycle sets the delivery agenda for the year ahead. The business plan and GBU goals provide clear direction for the priorities that should feature in setting team and individual goals.

Why this Moment Matters

Providing visibility and translation of business priorities helps teams to perform at their best in order to visibly achieve better business results. It also helps individuals connect an individual's day-to-day reality with the Group's purpose. Leverage the team's energy to bond in order to reach goals collaboratively and build a high performing team.

What is my role in helping my team and individuals set their priorities?

- Make sure everyone on your team is aware of Group and Entity priorities and objectives.
 - Cascade business information and priorities to their team any time there is a significant evolution of the situation.
- Agree on clear results to achieve but let employees choose how to get there.
 - Empower them by steering on results and not on 'the how';
- Follow up during the individual goal-setting exercise and regularly throughout the year.
 - How can individual goals reflect one's own passions and purpose?
 - Encourage individuals to find meaning in the ways that their work contributes to the business priorities.

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