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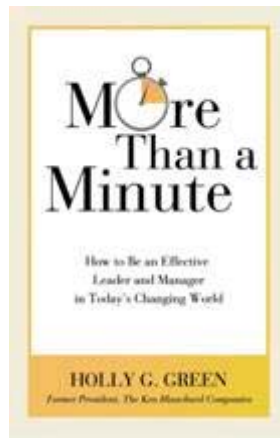


THE HUMAN FACTOR, Inc.

...optimizing human assets to achieve organizational success

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Now that you have it, review it. Go to [Amazon.com](#) or [BarnesandNoble.com](#) and be one of the first to provide your thoughts on how valuable and useful More Than a Minute is!



Check out Holly's latest blogs www.morethanaminute.com/morethanablog to get even more specifics on staying focused during tough economic times.

THE HUMAN FACTOR, Inc. works with you to customize materials to achieve the desired result of your meeting or

Brief lessons from Holly Green's new book, *More Than a Minute*, to support your journey to becoming an even more effective leader and manager in today's changing world!

The Evolution of Goal Setting

Goal setting is presented as the first of the *secrets* in [The One Minute Manager](#), written more than 26 years ago. Today, goal setting can really be viewed as one of the primary ways to set yourself, your team and/or your organization up for success. Think about how you remember to do things or stay focused on certain tasks. Most of us use some sort of to do list. It might be a structured list noted in your computer or you might just have reminders stuck around your work space. Visual cues help us stay on track.

Goal setting and the broader process of strategic planning force you to pause and think, to ponder options and explore alternatives. It engages the brains and minds of others and puts measures in front of you to keep you on track despite all the competing forces that vie for your time and attention. When done effectively, strategic planning and goal setting increase your chances of achieving success dramatically.

Strategic planning consists of the entire process of determining why you exist, where you are headed, how you will behave to get there and what value you have to stakeholders - generally incrementated in a 3 year time frame. Goal setting, on the other hand, is a more specific subset of strategic planning, where a 1 year time frame is the norm.

During tough economic times, it is especially critical to focus, focus and focus. Provide short term goals, including 'why' if there are changes. Define excellence as clearly as you can. Make the goals specific with timelines, outputs and as much other detail as you can provide.

Now, more than ever, it is crucial your employees

event. Please contact us today or visit www.thehumanfactor.biz for more information.

can answer the following questions:

- What are your top priorities?
- What are the three primary objectives you need to achieve this month/quarter/year?
- How will you know you have been successful after you have worked so hard this month/quarter/year?

Maintain focus even though everything is pulling you in multiple directions. Pausing to do it right, right now is key.

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