

Goals, Getting the First Thing Right

2016 BFO Preparation Session #2



Training Objectives - Attendees will:

Have fun

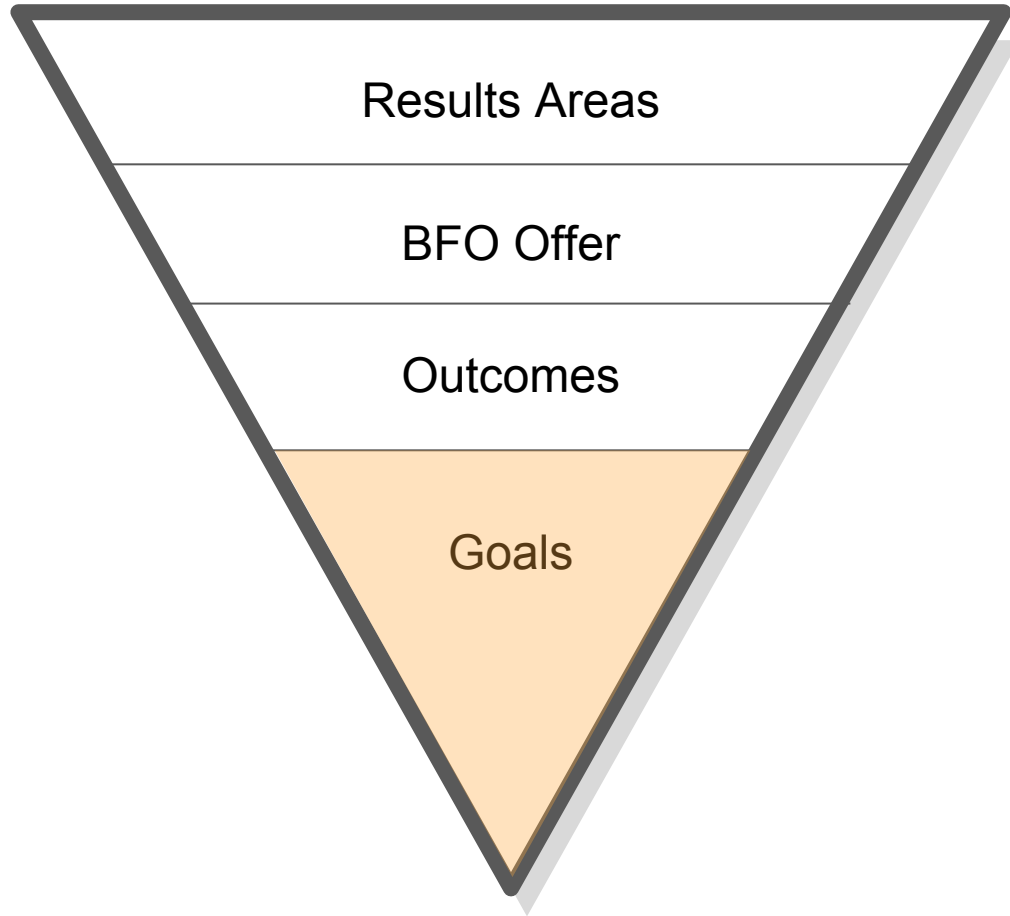
Understand why setting a goal is important

Review the components of a bold goal

Practice writing a bold goal statement

Broad

Specific



Results Areas

BFO Offer

Outcomes

Goals

Brainstorm

What are some of the desired outcomes of your department?

How do you articulate those desired outcomes?

Articulate desired outcomes with GOALS!

Goals...

- make your priorities actionable
- create a common vision for leadership and departments
- connect daily work to strategic priorities
- build on existing priorities with more specificity including timelines, metrics, and data
- measure progress that will lead to clear results in top priorities

What is a Goal?

- A measurable achievement that will lead to desired outcomes within a specified timeline.
- Goals are more specific than priorities, and there may be multiple goals for each priority.
- Goals will be a blend of operational (process based) and programmatic (how well the processes are followed).



B. Bold
H. Hairy
A. Audacious
G. Goals

Examples of “BHAGs”

Reduce unemployment by 25% by the next election

Reduce domestic violence crimes by 20% in the next three years

Increase the number of citizens who have health insurance by 10% within four years

Reduce infant mortality by 10% within five years.

Reduce violent crime by 20% within the next 10 years.

Decrease the infant mortality rate by 10% within the next 12 years.

Improve eighth grade reading and math test scores by 20% in the next 15 years.

Reduce greenhouse gas emissions by 20% by 2030.

Brainstorm

What are some B.H.A.Gs that would get your department up in the morning?

Questions?

A man in a dark jacket and light pants stands with his back to the camera, arms raised in a gesture of triumph or awe. He is looking up at a dramatic, stormy sky filled with dark, heavy clouds. A bright, jagged lightning bolt strikes down from the clouds on the right side of the frame. The overall mood is one of power and achievement.

Power of Goal Statements

P

STRATEGIC GOAL



GOAL

KEY PERFORMANCE INDICATOR

Breaking Down the Goal Statement

Strategic Priority

(e.g. High Performing Government, Safer Streets)

What are you trying to achieve?
(outcomes)

How do you know you've succeeded?
(measures and targets)

What can you do to influence these outcomes?
(programs and activities)

Who is ultimately responsible for the goal?
(department)

Breaking Down the Goal Statement

Priority	Safer Streets
Department	Police
Desired Outcome	make our streets safer
Stakeholders	all Chattanoogaans
Activities	VRI, community based policing
Measure/Metric	violent crimes
Target	20% decrease
Timeframe	June 30, 2016

Source: <https://performance.chattanooga.gov/en/stat/goals/y4sb-89dw/g5tx-63t7/rjku-x5r2>

In order to _____ **the** _____
(Desired outcome e.g. reduce violent crime) (City/Department/Program)

will _____ **by** _____
(Direction: increase/reduce) (Measure/Metric: # of violent crimes) (Target: 5%)

in _____.
(Timeframe: 2017)

Your Turn!

Refer to the “[Building a Goal Statement](#)” worksheet to practice writing your own goal statement. Try writing a few. Feel free to collaborate with others.

Don't worry too much if you don't have all the information, or are unsure of the metrics and target. We'll get into those in the next sessions.

Next Steps

Meet with your teams, brainstorm outcomes, draft goal statements

December 18th, pre-submission deadline

January 12th-13th, metric and target group training

January 14th - 15th, 1 on 1 support/training (tentative)

January 22nd, initial submission