



# Creating and Executing Achievable Goals

@ailuj876

# Julia Pottinger

Training and Development Manager 



[ailuj876](#)



[youtube.com/juliapottinger](https://youtube.com/juliapottinger)



[juliapottinger.com](http://juliapottinger.com)



[linkedin.com/in/julia-pottinger/](https://linkedin.com/in/julia-pottinger/)



[TestAutomationU](#)



# What is a Goal?

A specific desired result or objective that is planned and committed to being achieved in a given time-frame.

# Goal Creation



1. Company
2. Team
3. Individual

**Company Goal:** increase revenue by 10X

- 10,000 daily visitors to the checkout page
- 1 million MRR

**Team Goal:** redesign the checkout workflow.

- user research
- improve user experience
- provide recommendations based on shopping history.

Give members of your team some time to think about the company and team goals and have them make a list of goals that they would like to achieve that they think will be of value.

At the end of goal creation,  
everyone should all be aligned and  
working towards the same outcome.

# Set **SMART** goals.

**Specific:** Simple, Sensible, Significant.

**Measurable:** Meaningful, Motivating.

**Achievable:** Agreed, Attainable.

**Relevant:** Reasonable, Realistic and Resourced,  
Results-based.

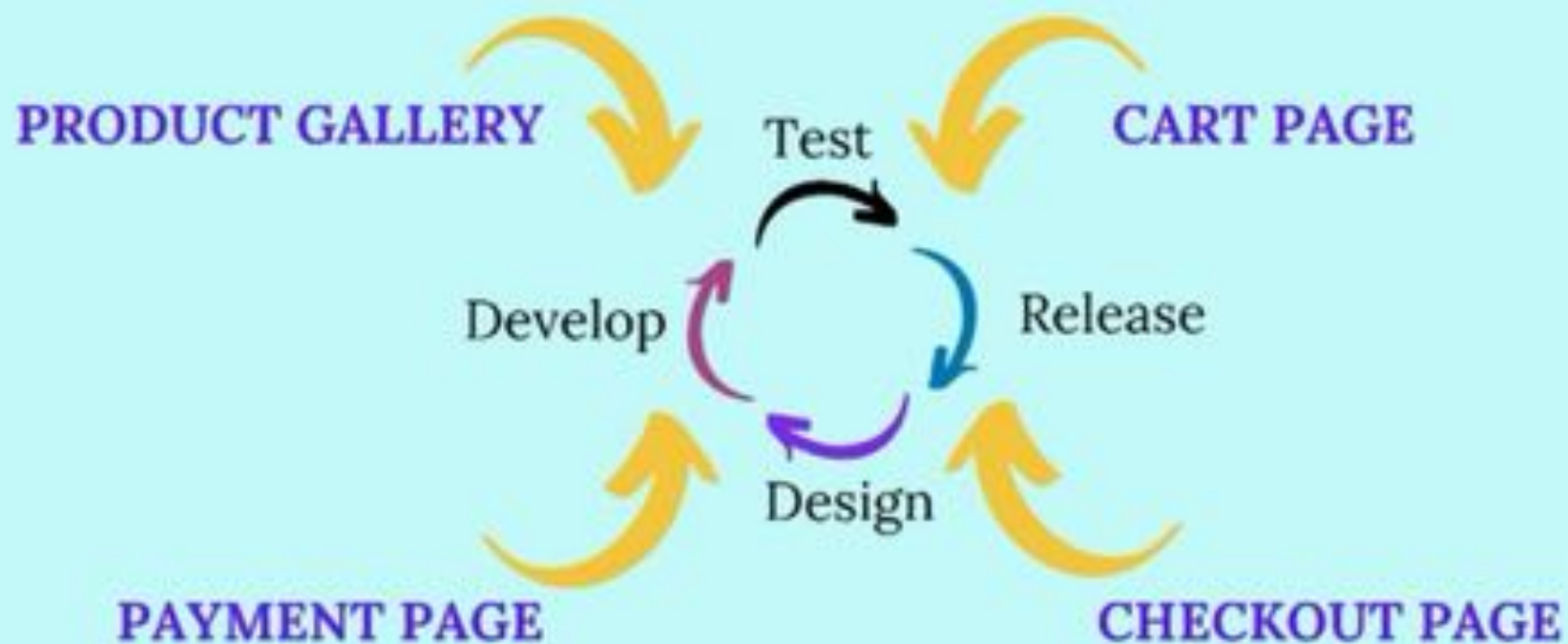
**Time bound:** Time-based, Time limited



# Measure Goal



1. Definition of Done
2. Clear Metrics
3. Goal Milestones



**Individual Goal:** complete development of 3 checkout feature tickets

**Milestones:**

- unit tests created and pass
- PR created and approved
- features tested and approved by QA
- design and product approve
- feature released to Production

# Track Goal



1. Check in Meetings
2. Help remove blockers
3. Provide support

# Unblock

1. Communicate clearly and often
2. Prioritize unblocking others
3. Empower team to make decisions
4. Reduce meetings/no meeting day

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# Complete Goals



# Thank You

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