

GOAL SETTING FOR CPAs: BE AMBITIOUS YET REALISTIC



Presented by
Georganne Ford



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What Do You Want for Your Firm or
Career that You Don't Have Yet?



Create a Strong Plan for Achieving SUCCESS



Learn the best way to
Set,
Execute ,
and Track
motivating goals.

POLL QUESTION #1



Who Do You Set Goals For?

- Whole Company
- Direct Reports and Self
- Myself Only

POLL QUESTION #2



When Do You Set Goals?

- Yearly
- Quarterly
- Monthly
- Daily
- All of the Above

POLL QUESTION #3



How Often Do You Examine the Goals You, or You and Your Team Set?

- Close to nine months into the year
- Every six months
- Quarterly
- Monthly
- Weekly

GOAL-SETTING MYTH: You Fail If You Fall Short



For decades we were made to believe that our goals had to be completed and achieved in order to be successful.



The real idea is to **PUSH BEYOND OUR COMFORT ZONES!**



We can't achieve something impossible while we remain in our comfort zones. **ARE WE AIMING TOO LOW?**

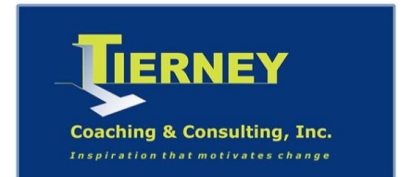


What if . . .
we considered a job **WELL DONE** by achieving 70-75% of our goals regularly?



‘The greater danger for most of us is not that our aim is too high and we miss it, but that it is too low and we hit it.’

~Michelangelo Buonarroti, Renaissance Artist



TOP 5 GOAL SETTING MISTAKES TO AVOID

YOU HAVE GOALS . . .

But no specific plan to achieve them

SETTING TOO MANY GOALS . . .

Avoid attempting to focus on too many at once

LACK OF A GOAL-SETTING & MEASURING SYSTEM

FAILURE TO REVIEW YOUR PROGRESS . . .

or doing so rarely or haphazardly

NOT ALLOWING FOR FAILURE . . .

It's part of the process



It's Time to Re-Think the Way We Create Our Goals and Take a *New Approach*



GOAL-SETTING ANSWERS 3 QUESTIONS:



WHY?

WHAT?

HOW?

STEP 1: IDENTIFY YOUR NORTH STAR

What is the desired future state for the firm?

Your team?

This vision will guide all of the goal-setting activities.

Let's get all of the people in the firm or on your team rowing in the same direction.

Then everyone can set goals for realizing the vision using the OKR framework!



SAMPLE VISION STATEMENTS:

- To deliver the best customer service in our industry by taking the best care of our workforce.
- To have an open and collaborative culture where creativity and innovation thrive.
- To be more authentic in my leadership-someone who is open and vulnerable in a way that encourages each team member to show up as their full self.

STEP 2:

CREATE THE GOALS AND IDENTIFY THE STRATEGY

To do this you'll need to
implement a goal *management system*
that will implement a goal *action system*
at *all levels* of the firm

THE OKR FRAMEWORK GOAL-SETTING SYSTEM

DEFINE WHAT REALLY MATTERS USING THE OKR FRAMEWORK



What are OKRs?

Why OKRs work so well

History of OKRs

INTRO TO OKR GOAL-SETTING FORMAT



OBJECTIVES



KEY RESULTS



DOERR'S FORMULA:

I will (Objective) as measured by (this set of Key Results)



SAMPLE #1 OBJECTIVE & KEY RESULTS:

Quarterly Objective:

Improve employee engagement and job satisfaction

Key Results: How will we know we met our objective?

- Monthly meetings with motivational guest speaker.
- One on one conversations with each team member to identify what they want from their positions and show them we value their worth.
- Monthly surveys to all employees.
(suggestions for making our company a better place to work)
- Confirm that salaries and benefits are at or above market rates.



SAMPLE #2 OBJECTIVE & KEY RESULTS:

Quarterly Objective:

Prioritize Client Experience

Key Results:

- Survey clients on new services they would like to see offered
- Create new offering to align with client needs
- Communicate new service offering to existing clients

SET UP OKRs AT YOUR FIRM

1. Set a Company-wide Objective or Team Objective
2. Agree on Key Results
3. Communicate OKRs
4. Appoint a Champion
5. Track OKR progress



HOW TO GRADE OKRs

The simplest way is a simple
Yes or No for each key result.

Score each key result as a color:
Red=Fail Yellow=Incomplete Green=Delivered

What's important is to *schedule regular check-ins* to
determine *what %* you are at in achieving each key result
and *what could be done* to move the % higher for the next
check-in.



FINISH THE YEAR STRONG!

Stretch goal-setting is important to create peak performance.

Achieve your goals for 2022 using OKRs

OKRs are your daily posters on the wall.

What should I do next?
What should I focus on?
How far am I?

What should we do next?
What should we focus on?
How far are we?



Next Steps:

Email Georganne Ford right now at gford@bygeorgecoaching.com

for your FREE 'Getting-Started OKR Template'

PLUS

this Special Offer for today's participants only:

FREE 20-minute coaching conversation. We'll get you started on your OKR goal-setting or share your drafts.

2
Exclusive
Offers



Linkedin: Georganne Ford



Twitter: @GeorganneFord

gford@bygeorgecoaching.com

215 738 5289



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Tierney Coaching and Consulting, Inc

Georganne Ford

 LinkedIn: Georganne Ford

 Twitter: @GeorganneFord

gford@bygeorgecoaching.com
215 738 5289

