



TenStep Supplemental Paper

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Goal-Setting vs. ROI

Motivation begins with setting goals for improved team performance. Often, five or more team members must strive to achieve similar goals.

A critical component of goal setting is a return on investment (ROI) analysis. A performance-increase forecast is needed to calculate the investment required. This, in turn, guides five key program decisions.

- 1. Program rules must be inspiring.** Team members judge the quality of the program by the rules. They will ask, "What's in it for me?" and "What is required?" A unique and meaningful proposition should be readily available.
- 2. Interacting with a strong communications plan that reflects corporate image.** Print, video, web sites, flash mail or kick-off meetings, and a consistent look and message are necessary. There is a direct correlation between communication frequency and results.
- 3. Using technology to track and connect with team members.** Tracking is more important than periodic progress statements. It is the umbilical cord linking the team activity to individual and corporate performance. The more members know about what they have achieved and how far they need to go, the more engaged and active they become.
- 4. Using education to power the program.** Education is an important component. Elevating skills and knowledge establishes a competitive point of difference, aligns business goals and increases performance.
- 5. Combining awards and recognition with the program for a synergistic effect.** Awards can make an impact. It's best to customize the offerings to the performance and interests of the members. Combining various awards- travels, recognition and points- makes a powerful award collection.

Apply these techniques and every team member will be playing the same tune, and that creates the sweet sound of success.