

10 STEPS TO DEVELOPING GOALS & METRICS

FOR YOUR TRAINING PROGRAM

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Failure to plan is planning to fail. The plan you create for a training program must **start with the end in mind** – what are the goals? What are the expected results?

For many organizations, developing goals and metrics for training can be very challenging.

Start with these 10 steps to build your training goals and metrics:

1. Understand Why Training is Important

First, you'll need to understand why the program, partnership or resources were purchased to begin with. This is especially important if you weren't involved in the buying process or are new to the organization or program.

Why is the training program in place today? Here's a little secret — the answer is not "because we have to provide training." There is a logical reason – a decision that someone made – a plan in place as to why training is being offered.

Goals describe how your organization will look one or more years from today. When written with input from managers and employees who will be involved in accomplishing them, your business goals have a greater chance of being reached.

Achievable goals are formed with respect to the results of any industry research you've conducted, customer feedback you've received, or changing regulations that your organization is subject to. **Your goals ideally don't conflict with each other, but do align with your organization's mission, and motivate people to focus and work together.**

2. See the Importance of Setting Goals

The next step is to agree that developing goals is an important and necessary component of a training program. **23%** of BizLibrary's clients today do not have any defined goals or metrics for their program. Do you know why? They don't see the importance, or they are taking a wait and see approach.



23 PERCENT

Why knowing your goals is important:

1. Goals propel you **forward**.
2. Goals transform insurmountable mountains into walkable hills. Proper goal setting can help break larger, intimidating aspirations into smaller, more **achievable stepping stones**.
3. Goals help you **believe in the mission**. Setting goals for yourself is a way to fuel your ambition.
4. Goals hold you **accountable** for failure (*this is the reason people don't make them*).
5. Goals tell you what you **truly want**.

3. Align Goals and Business Objectives

So, in that perspective – what do you truly want for your program? What does your organization want?

Business alignment is not unique to program management or leadership buy in. **It's the cornerstone** of creating appropriate goals and metrics for a successful training program.

“The cornerstone of training goals is alignment with business objectives.”

4. Visualize Success

What the mind can't visualize, the mind can't achieve. Thoughts are things and the more time you spend describing and visualizing your goals, the better your chances will be to actually reaching them.

“Begin with the end in mind” is one of The 7 Habits of Highly Effective People, from the bestselling book by Stephen Covey. This technique has been found to be very effective in sports, but also applies to business. **Visualization of success is what can advance you through the milestones necessary to achieve targets.**

5. Set S.M.A.R.T. Goals

A classic mistake when setting goals is to be overzealous and try to change too many things at one time. It's better to set one goal at a time. Then as you get that goal under control, slowly add more goals into the mix. **Getting started is the most important thing.**

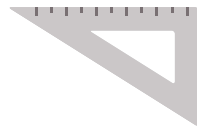
You have probably heard of SMART goals. But do you always apply the rule? For goals to be powerful, they should be designed to be SMART. There are many variations of what SMART stands for, but the essence is this:





SPECIFIC

Your goal must be clear and well defined. Vague or generalized goals are unhelpful because they don't provide sufficient direction. Remember, you need goals to show you the way. Make it as easy as you can to get where you want to go by defining precisely where you want to end up.



MEASURABLE

Include precise amounts, dates, and statistics in your goals so you can measure your degree of success. Without a way to measure your success you miss out on the celebration that comes with knowing you have achieved something.



ATTAINABLE

Make sure that it's possible to achieve the goals you set. If you set a goal that you have no hope of achieving, you will only demoralize yourself and erode your confidence.



RELEVANT

Goals should be relevant and aligned with the direction of the business. By keeping goals aligned, you'll develop the focus you need to get ahead. Set widely scattered and inconsistent goals, and you'll just waste time.



TIME-BOUND

Your goals must have a deadline. When you are working on a deadline, your sense of urgency increases and achievement will come that much quicker.

6. Measure Success With Milestones

Goals define where you're going and milestones let you know if you're actually getting there.

Goals and milestones complement each other like bread and butter. Having one without the other will render one ineffective. A goal acts as a source of inspiration and a sense of objective that is shared by the whole team. Each member will have an idea of what needs to be done to achieve that goal.

Milestones are actions and achievements necessary to make progress toward goals. They're moves that need to be made to win the game, and they help you determine if you're on the right track to reaching your goals.

Aiming for a goal set a year from now requires occasionally reassessing strategies between the present and that desired future; things such as competition, the economy or customer demand can change.

As milestones are reached, those tasked with achieving a goal can **see progress**, assess new complications or opportunities that have emerged, and adjust plans and procedures before moving forward.

With milestones in place to ensure you are working steadily toward the attainment of the goal, you'll also want to have processes in place to ensure you can actually attain them.

7. Track Your Results

Reaching your goals will be next to impossible if you don't have a system to track and analyze them. Find a way to track your results daily or weekly.

By tracking and analyzing, you can also help to **ensure that your plan is working in your favor**. It will help keep your targets visible and in front of you. It will answer questions like: What are you doing daily that's helping you to move closer to your goals? Are you moving further away?

8. Make Adjustments

We can set a plan to achieve our business goals, act on that plan, and track progress, but if we're not getting the results we're after, then it's necessary to adjust plans.

If you can see that you're not headed in the right direction, don't let the ship hit the rocks – make the decision to take the helm and change course.

9. Keep Goals Visible

One of the most important chapters in any goal setting book would be about sharing. About making your goals visible. **Making them public, verifiable, open.**



ACCOUNTABILITY

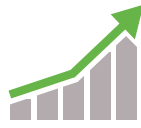
Sharing goals with others helps to hold you accountable. Because you know people are watching, you will hold yourself more accountable, and so will they!



CLARITY

Every time you tell the world about some of your goals, you modify them. You take something from a discussion, something else from another one... until out of this ping-pong game of sharing your plans back and forth, your goal will emerge in a new form. Most of the time, this form will be a much clearer one.





PROGRESS MEASUREMENT

Progress measurement is not about being accountable, but more about metrics. As you get closer to your goal, you'll want to measure how long you have until you reach it. That information can be precious in many contexts. For instance, you may want to set up a new goal or evaluate the resources you've already used. Sharing your goals will make progress measurement easier. Sometimes you may even deliberately use your peers as guides or supervisors.



CONNECTION

Sharing your goals with like-minded people may help you grow your social circle. Goals aside, the mere fact that you take the time to share something, to give details, to bring updates and keep in touch with other people; all these tiny actions will create a connection.





10. Celebrate Your Wins

Ideally, everyone in your business is working toward the same goals. Here's how to **positively reinforce** your team's work toward the same goals:



Notice what your team's successes have been and how you have all contributed to them.



Share your observations with the team.



Give others the gift of listening to them. Acknowledge and show appreciation for their individual success.



Think about how your team can consolidate and build on success, then these ideas to make your new goals!

Creating a training program can be a lot of work. With clear goals and metrics in mind, you'll be able to see what success looks like, and ensure you have the right program in place.

About BizLibrary

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