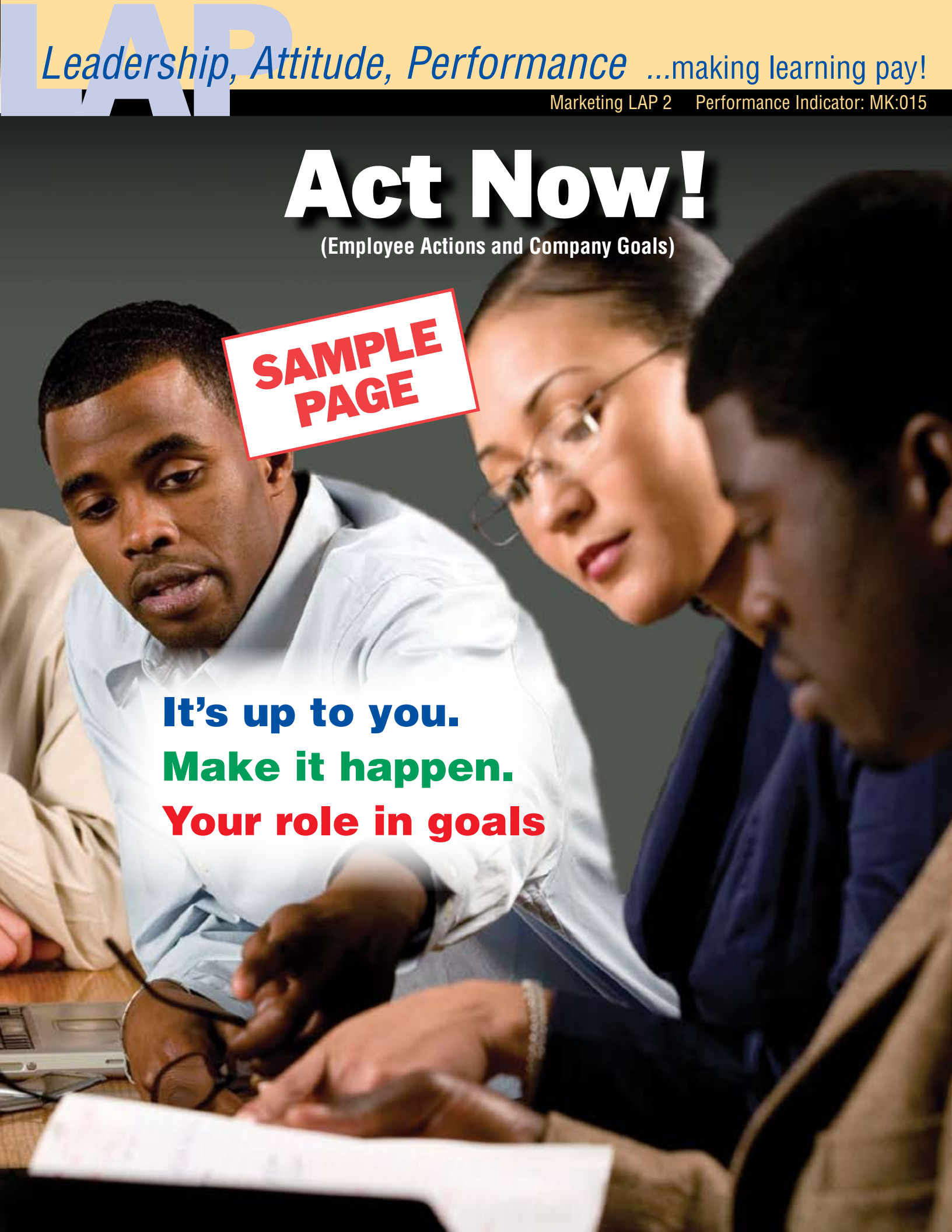


Act Now!

(Employee Actions and Company Goals)

**SAMPLE
PAGE**

It's up to you.
Make it happen.
Your role in goals





Company Goals

What kinds of goals have you set in your life? To get your room cleaned by Saturday? To finish your homework before 7:00? Perhaps you've set some more serious, longer-term goals as well. As a freshman, you may have decided to strive toward becoming class valedictorian or to save at least \$3,000 for college before graduating. A **goal** is a statement that clearly describes a task to be accomplished. Individuals aren't the only ones who set goals—most businesses and organizations do so as well (and if they don't, they should!).

There are many different types of company goals. Some are general, and some are specific. For example, many companies would consider increasing sales to be a general goal. However, your company may be focusing on increasing sales by at least four percent each quarter for the next two years. That goal is more specific. In many cases, it's helpful for businesses to establish general goals and then to create smaller, more specific goals that can be used to measure progress along the way. You may see parallels to this in your own life. If you are working toward becoming valedictorian, a smaller goal associated with that might be to study at least two hours for every test you take. If you are saving money for college, a more specific goal might be to set aside at least 15 percent of each paycheck you earn at your part-time job.



Objectives:

- A** Describe types of company goals.
- B** Discuss employee actions that can help achieve company goals.

Phil has always been interested in conservation and the environment. So, he's excited when he lands a job with a local recycling company after graduation. During his first few weeks on the job, Phil learns that one of the business's main goals is to **increase sales**. How can he help the company achieve this goal? One way is to **recycle more**. He is assigned to a particular neighborhood he's targeting.

This is an example of an employee taking action to help the company achieve its goals. No matter where you work or what career you pursue, you will undoubtedly be part of an organization with its own unique goals—and you will be at least partially responsible for accomplishing those goals. Read on to learn more about business goals and what you can do to help *your* company achieve them!

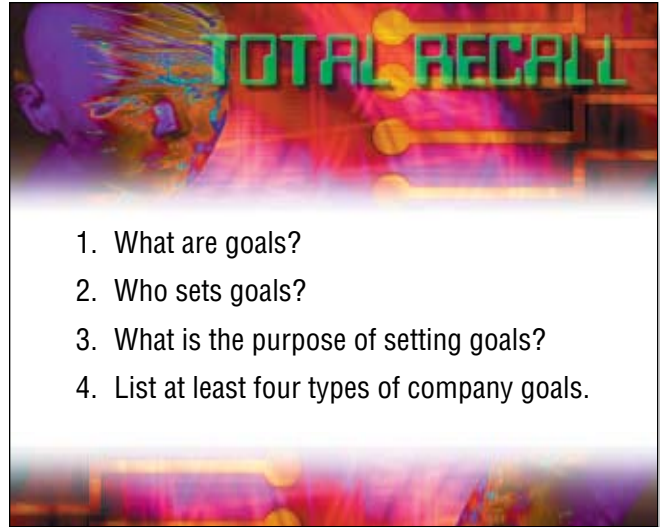
SAMPLE PAGE



- **Achieve stability.** Starting a new business isn't easy. For several different reasons, many businesses fail within the first few years. So, for many start-up companies, achieving stability is a main goal. After the company achieves stability, it can reevaluate its goals and focus more on growth.
- **Expand.** Businesses are organic things, meaning they are always growing and changing. When businesses reach a certain level of success, they often wish to expand. This can mean a variety of things—creating a new product line, building a larger facility, or merging with another company. Many businesses set goals in relation to plans for expansion.
- **Improve customer satisfaction.** No business can thrive without meeting the needs and wants of its target market. If customers aren't satisfied with the goods and services they receive, they'll take their business elsewhere, and the company will begin to lose money. It's difficult to find a successful company that does not make customer service a top priority and a main goal.
- **Develop new goods/services.** The market is constantly changing. Goods and services that are popular today may not sell as well tomorrow. Businesses *must* stay on top of market trends and be able to deliver what their consumers want and need. Many companies have entire departments dedicated solely to the research and development of new products. So, it makes sense that product development would be included in a company's list of goals.
- **Increase efficiency/productivity.** Have you ever taken your sweet time completing a chore? Perhaps you were asked to put away the dishes. You could have done it in five minutes, but you wound up taking ten. This scenario often occurs in the business world as well. People and processes can run more slowly than they should, decreasing both efficiency and productivity, which in turns affects the bottom line. Most businesses establish goals related to keeping efficiency and productivity as high as possible.

Summary

A goal is a statement that clearly describes a task to be accomplished. Individuals and organizations set goals. Some goals are general, and some are specific. Goals are important for measuring progress and for establishing priorities and plans of action. There are many types of company goals, including increasing sales, achieving stability, and improving customer satisfaction.



The Gray Zone

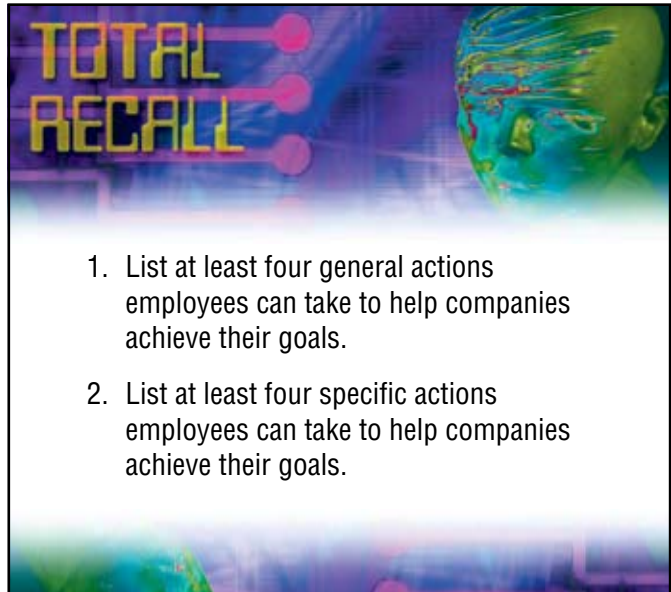
Jamie is a manager at his company. He knows it's important for his work team to meet deadlines so the business can achieve its year-end goals. At the moment, Jamie's team is behind schedule. He still agrees to take on the project, but he doesn't want to let the deadline draw nearer, it becomes a "gray zone." He can't be able to meet the deadline during nights and weekends for a while. What do you think? Is it all right for employees to be temporarily inconvenienced to meet a deadline? Or did Jamie make a mistake?

SAMPLE PAGE

These are just a few examples of specific actions that employees can take to help their companies accomplish their goals. Your job may lead you to discover even more specific actions at your company. Remember—your company relies on you to achieve success. Strive to become the type of employee who can take pride in helping his/her company thrive.

Summary

Each company has a unique set of goals but relies on its employees to accomplish them. There are several actions that employees can take to help their businesses achieve their goals. Like the goals themselves, some of these actions are general, and some are specific. General actions include staying on task, staying organized, and using supplies wisely. Specific actions may include having thorough product knowledge, keeping promises to customers, and meeting the needs and wants of your target market.



TOTAL RECALL

1. List at least four general actions employees can take to help companies achieve their goals.
2. List at least four specific actions employees can take to help companies achieve their goals.

Make It Pay!

You don't have to be a full-time employee to contribute to your company's success. What are the goals of the business? List at least four actions you do take to help the business achieve its goals. List at least four of these actions for the next week or so, jot them down, and then do them. Then, go over your list. What general actions did you take? What specific ones? What new actions could you take to help the business achieve its goals further?

SAMPLE PAGE



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