

SME 2025 GOAL SETTING

Quick intro: Setting effective goals is essential for the success and growth of SMEs in the UK, yet many team members face challenges in this critical process. Research indicates that approximately **36% of employees are unclear about their goals** (Perbox stat), which can lead to reduced productivity and engagement.

When goals are well-defined and aligned with the organisation's vision, they not only enhance individual performance but also contribute to a cohesive team dynamic and SME success. By implementing a structured approach to goal setting, SMEs can drive motivation, improve collaboration, and ultimately achieve greater outcomes. Use the following checklist to navigate the goal-setting process effectively, whether for personal development, assisting colleagues, or establishing robust business objectives.

Here's a quick check list to help you or the team:

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Are they SMART goals?

(Or even easier, keep on asking the question: 'what will exist or be different (and by when) if this goal was achieved?' If people can't answer that question its unlikely the goal will be SMART.)

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Are the goals aligned with compnay values?

(Verify that individual and team goals align with the overall mission and values of the SME organisation, fostering a cohesive work environment and making them easier to 'buy-in to'.)

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Can the goals be broken into smaller tasks?

(Decompose larger goals into smaller, manageable tasks or milestones. This makes them less daunting and provides clear steps to track progress.)

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Is the feedback loop and running?

(Are the regular check ins in the diary and is there a willingness to absord and adapt the goal to relevent feedback or new insight.)

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Is the 'champagne on ice'?

(Obvoulsy this is a statement to catch your attention, but are you considering how you will celebrate goal achievement success be it BIG or small..something often forgotten in day to day business operations.)

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Who's accountable?

(Establish a system for accountability, whether through peer check-ins or personal commitments, to help team members stay committed to their goals.)

Did you know employee retention is impacted by goal setting?:

Research by the Institute of Leadership & Management (ILM) found that 39% of employees stated they would be more likely to stay with an employer if they had clear personal and professional goals set in conjunction with their managers.

The benefits of clear goals are obvious, so we hope this quick check-list helps you and your team get your goals in the best of shape for 2025!