

SMART as Hell

Driving Strategy Execution through Effective Goal Setting

August 2nd, 2012; 8:30 a.m. – 5:00 p.m.

The Inn on Broadway

20 Broadway, Rochester, NY 14607

OVERVIEW:

Employee alignment is a critical factor in driving strategy execution. Goal setting is the most common tool used in organizations today to align employees to corporate goals. Effective goal setting is also a critical component to ensuring talent retention and development.

While most organizations focus on ensuring that all employees have goals in place, and those goals are defined in a specific format (e.g. SMART), the real challenge is in the nature of the goals. While many leaders and managers have learned the SMART framework, very few strategic goals actually meet the SMART criteria.

This course will give participants the tools and confidence they need to develop clear, measurable goals aligned to their organization's goals and objectives; and earn their seat at the strategy table. Before participants leave the session they will have practical tools to use right now to increase the performance of their organization.

WHO SHOULD ATTEND:

Anyone who is required to write goals or meet goals.

IN THIS WORKSHOP, YOU WILL:

- Take a strategic objective from your organization and translate it into individual goals.
- Identify the 4 Types of Evaluation, along with the advantages and disadvantages of each type.
- Use the SMARTometer to accurately score the quality of a goal.
- Create a SMART as Hell Goal for tasks or soft skills that are often difficult to measure.
- Apply the SMART 6-Step Process to align evaluation expectations with those who measure you.



BIOGRAPHY:

Glenn Hughes is Director of Global Learning for KLA-Tencor Corporation, a leading semiconductor equipment company and inductee to TRAINING Magazine's "Top 10 Hall of Fame." He is also founder of SMART as Hell, a firm that creates high performance tools for individuals and companies working in competitive environments. Before entering the learning and development industry, Glenn lived in Asia for 10 years, managing multi-million dollar service accounts for some of the biggest semiconductor firms in the world.

Glenn presents workshops around the globe and speaks frequently at major conferences (including ASTD, TRAINING Magazine, and ISPI). He holds degrees in Electronics Engineering and Adult Education and Training.

WHAT THEY'RE SAYING:

"Glenn Hughes is, without doubt, one of the most original thinkers in the field of learning and development today. Able to draw on his broad background, extensive reading, and international experience, he puts together ideas in ways that are original, thought-provoking, and memorable."

Roy Pollock, Co-author of The Six Disciplines of Breakthrough Learning

"Glenn is a practical theorist, a pragmatic thinker, an articulate practitioner, and a sharing entrepreneur."

Thiagi Sivasailam, Author of Jolts! and Design Your Own Games and Activities

"He is an energetic teacher/facilitator who truly understands how to connect with an audience and teach core concepts in an informative, engaging way."

Garr Reynolds, Author of Presentation Zen and Naked Presentations



DETAILED AGENDA, AUG 2nd, 2012:

8:30 – 8:45 a.m.	REGISTRATION
8:45 – 10:30	Module One: Organizational Evaluation This module will examine the importance of reviewing your company's strategic plan to align employees to strategy and set evaluation expectations.
10:30 – 10:45	MORNING BREAK
10:45 – 12:15	Module Two: How SMART Are Your Smart Goals? This module will examine the confusion that exists around SMART goals and why smart people write dumb goals. You'll also use the SMARTometer to measure the temperature of your goal.
12:15 – 1:15	LUNCH (PROVIDED)
1:15 – 3:00	Module Three: The SMART Six-Step Learn how to apply the SMART Six-Step Process that will help you create and execute your goals. You'll learn to write a goal that passes the SMARTometer test and also plan for the success of your SMART goal.
3:00 – 3:15	AFTERNOON BREAK
3:15 – 4:45	Module Four: Harnessing the Power of Goals Don't become a victim of "goal-fatigue". Learn how to get the most out of your goals by identifying when and where to be SMART and how to avoid the Seven Deadly Sins of SMART Goals.
4:45–5:00 p.m.	Q&A, EVALUATION, AND CLOSING

COST:

\$725 per person / \$650 for SHRM Members
Includes lunch and materials.

TO REGISTER:

www.SMARTasHell.com/blog/rochester/

CREDITS

This program has been approved for 6.5 (Specified – Business Management and Strategy) recertification credit hours toward PHR, SPHR, and GPHR recertification through the HR Certification Institute.



UNCONDITIONAL GUARANTEE:

Every attendee will improve their goal during this workshop or receive free coaching until their goal is improved.

WANT TO TEACH SMART AS HELL? BECOME A GOALTender!

Extend your SMART as Hell experience for an additional day and get certified at a discount on August 3rd.

This training and certification process enables any Internal or External Trainer, Facilitator, HR Professional, Freelance Consultant, or Coach to become a SMART as Hell workshop facilitator, goal auditor, and goal coach.

Increase your skills, improve your revenue stream, and grow your organization.

You'll receive:

- A License to purchase the SMART as Hell Participant Playbook at discounted prices
- SMART as Hell: Goals Facilitator's Manual
- SMART as Hell: Goals Slide Deck
- Workshop videos that explain and illustrate key points

With our special SHRM discount, you'll pay \$3100 for the two-day session, a savings of more than 20% from the list price of \$3995.

Contact us for more information or register at:
www.SMARTasHell.com/blog/rochester/

