

# **Defining your goals, the impact & how we'll do it (tasks)**

**2025**

# Before we get stuck in, here's an 80s reference

You'll need an 'A-Team' on these.

That stands for an aligned team that works towards an **ambition** and celebrates **achievements** while having measured **actions**.



- Ambition is the character John 'Hannibal' Smith (i.e. visionary)
- Achievements is the character 'Howling Mad' Murdock (i.e. rally caller)
- Actionable is the character 'B.A.' Baracus (i.e. hold you to account)

Let's crack on...

**KPIs**  
**(Key performance indicators)**



Performance measured  
& usually already in place

**GITs**  
**(Goals, impact and tasks)**



New or unknown territory.  
Missing link between ambition  
& reality

**We can have a company  
full of GITs or just a few GITs,  
but we need at least one  
GIT in our life to succeed.**

**Goals** are like headlines, your purpose for doing something. They should pull you in, so the more exciting and inspiring they are, the better.

You want to get everyone behind solving the problem and achieving this goal.

**Impact** is the outcome something will make,  
and it's immediate. Think of it like verbs:  
increased, decreased, reduced, etc

**We've increased followers by 500% from 8%.**  
**Or we decreased staff leaving by 1/2 and**  
**achieved an 8/10 net promoter score.**

**Tasks** are the things we need to do to achieve our goals and ensure we have the impact we all want.

It's more than a to-do list. It's actionable and accountable to ensure we have a company full of well established GITs.

**Goals are:**

**Significant**

**Action-orientated**

**Inspiring**

**Concrete**

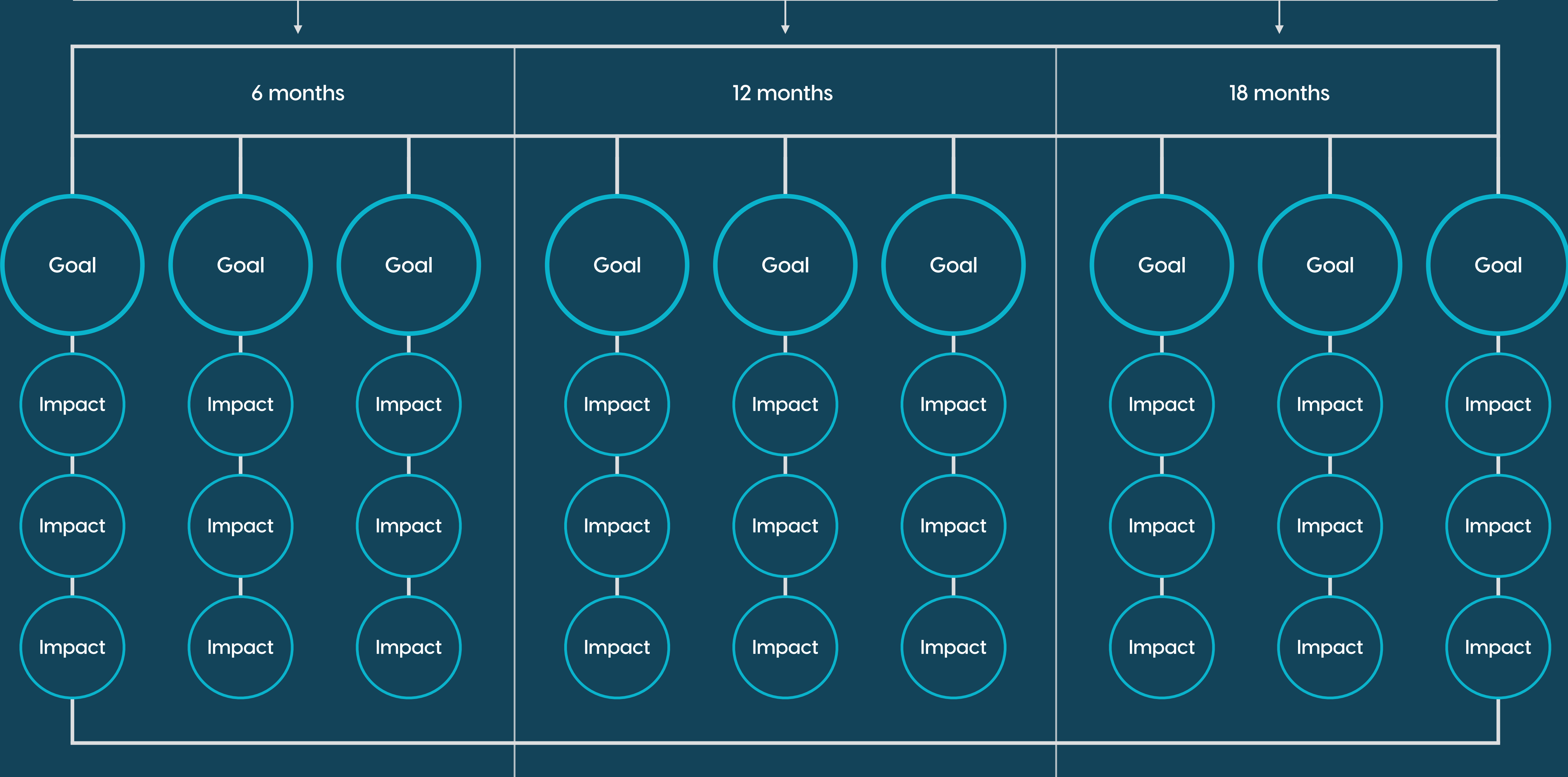
**Impacts are:**

**Specific & time-bound**

**Aggressive yet realistic**

**Measurable & verifiable**

# Company leading (SMART) goal



KPI

KPI

# One GIT

3 months

6 months

9 months



KPI

KPI

# GIT One & Team

Team member names

Goal:

.....

Impact 1:

.....

Tasks:

1. ....

2. ....

3. ....

4. ....

5. ....

# GITs example

**Goal:** Our customers are the happiest they even been

**Impact:** Increase our net promoter score (NPS) from 40 - 60

- Tasks:**
1. Fix the niggling issues with our product by month 2
  2. Hire another customer support services agent, month 2
  3. Once the customer receives the product, conduct after sales calls to ensure any issues are resolved, month 3

# GITs example

**Goal:** Our brand is the one people are talking about

**Impact:** Acquire five thousand active warm leads per month

- Tasks:**
1. Run 4 monthly ad campaigns across LinkedIn and X
  2. Produce 3 blog posts each week targeting our sector
  3. Feature in 2 of the top magazines for our sector
  4. Run billboard ads in the highest footfall areas in London

# GITs example

**Goal:** Recruit and retain the best talent

**Impact:** Reduce churn of new employees by 70% in six months

- Tasks:**
1. A/B test benefit adverts to improve CV quality
  2. Create 10-point scored interview process aligned with values
  3. Streamline induction: 1/3 automated, 2/3 in-person, focusing on emotional connection
  4. Weekly new recruit check-ins with progress tracking surveys
  5. Monthly exit interview process improvements

# GITs example

**Goal:** Recruit and retain the best talent

- Impact:**
1. Reduce churn of new employees by 50% in six months
  2. Increase employee satisfaction score from 6 to 8.5 out of 10
  3. Improve the quality of hire metric from 50% to 90%
  4. Reduce time-to-hire from 45 to 30 days

- Tasks:**
1. A/B test benefit-led adverts to boost quality CV submissions by 30%
  2. Create 10-point scored interview process aligned with company values
  3. Redesign induction: 1/3 automated, 2/3 in-person, reducing time by 25%
  4. Weekly recruit check-ins with 95% survey completion rate
  5. Monthly exit interview-driven process improvements