

Vague vs. Specific Goals

When developing a goal, you will want to ensure that you include language that is specific and provides you an opportunity to measure your progress. Below are some examples of how vague goals have been amended.

Vague Goal	Specific Goal
Enter accounts payable transactions into Excel	Transfer all accounts payable transactions from ledger books to Excel by December 1, 2012
Distribute shirts to all Manresa move-in volunteers	Order shirts for Manresa move-in volunteers by August 1st to ensure delivery of shirts for move-in day on August 16th
Strip and wax all dorm rooms in Husman Hall	Confirm all rooms in Husman will be stripped and waxed by completing 5 rooms each day for 5 work days over an 8 week period (June and July)
Increase sales	Increase sales 5% over the next 4 months
Design landscape around St. Francis Xavier statue	Consult with representative from Koch's Greenhouse to identify the preferred flowers to plant for this unique setting by first week of fall semester
Implement a new performance review form	Implement a new performance review form by 9/30/12 that emphasizes our core values and individual goals and includes a method to assess an employee's performance in what and how they do their work.