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Goals: Be SMART and LEAN

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Are your 2009 goals both SMART and LEAN?

Most employers now insist that goals be [SMART](#). They're ***specific, measurable, achievable, realistic, and time bound***. In this economic climate, they should also be LEAN. That is, they should require a minimal amount of money and other resources to execute—if you expect to achieve them and get good results.

[Csaba Szücs](#), an internal communicator working for [DENSO Manufacturing Hungary LTD.](#) (a Japanese company in Hungary), shared some of his goals for 2009 with [The LEAN Communicator](#). Like most of us, he's working with restricted resources this year. Many of his goals are tactical actions designed to help managers and employees do their jobs better and easier. His list, with some amplification from me in ***bold and italics***, includes:

1. Create screen savers, which could promote the mission of the company, ***key goals for 2009, and values***.
2. Promote the usage of certain databases, which employees used to use regularly. (After personnel changes, no one has been reminding people about the databases so usage has fallen off.) ***What tools do you have that need to be dusted off, refreshed and endorsed?***
3. Make the archives of the employee suggestion system available to managers so they can see what kind of [Kaizen](#) activities were conducted at other areas of the plant. ***How can you leverage what others are doing and share effective practices so they don't have to reinvent things?***
4. Share with employees external information that others are writing or saying about us. ***How else are you "bringing the outside in"?***
5. Develop "Did you know?" weekly emails—one sentence per email each Monday—so employees can learn the history of the company. ***What are people interested in knowing? What information gaps can you fill?***

Quality is more important than quantity. Focus on the few items that will make a difference to your co-workers and the company.

For more information about Csaba, his work and his thoughts about internal communications, refer to his blog, [Behind the fence](#).