

Ted Havelka

Goal Setting



CATHOLIC SCHOOLS *of*
BROOKLYN *and* **QUEENS**

FOUNDATION *for* **LIFE**

A large, bright, orange-hued full moon is positioned in the upper right quadrant of a dark, gradient background. The background transitions from a dark purple at the top to a dark blue at the bottom.

A goal properly set
is halfway reached.

Zig Ziglar

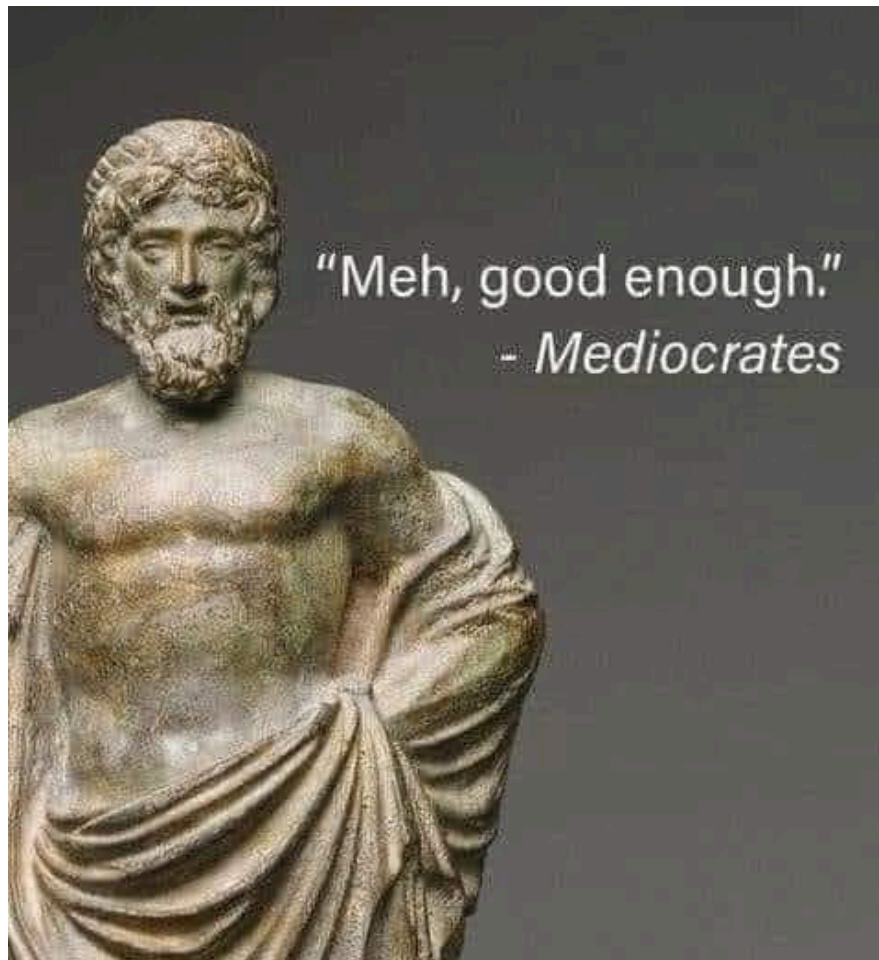
Goalsetting

1. Mindset – internal
 2. Culture – external
 3. Technical – numerical and other stuff
-

Hard is soft (#'s, plans)

Soft is hard (people, values, relationships, culture, customers)

-Tom Peters, *In Search of Excellence*



"Meh, good enough."
- *Mediocrates*



If a man knows not to which port
he sails, no wind is favorable.

Seneca



FACTS

~~MYTHS~~



Perpetual optimism is a force multiplier.

Colin Powell



Optimism Spreads on the Wings of Action

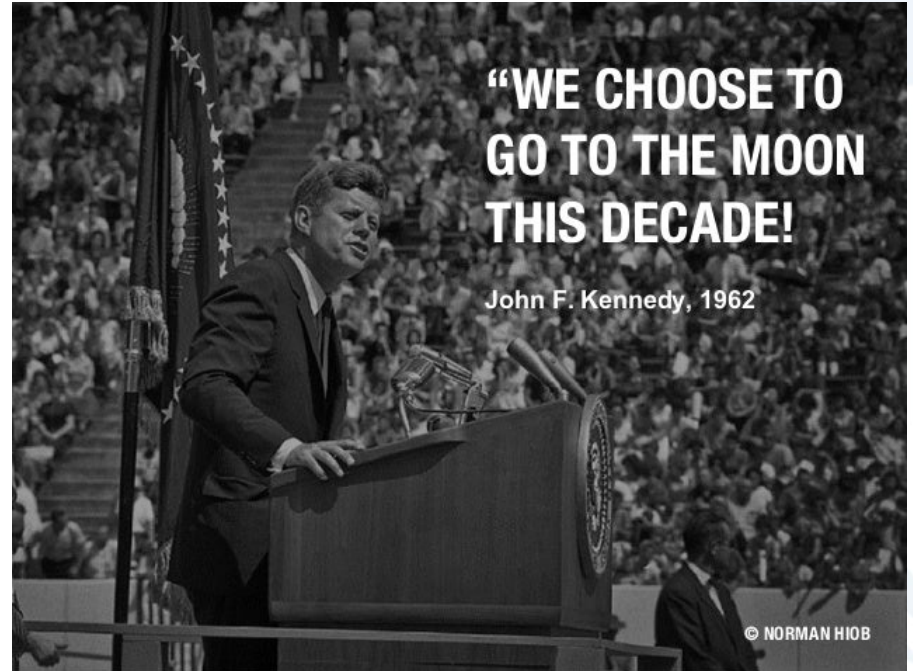
Ted Havelka

JFK's Moonshot Speech, 1962

We choose to go to the Moon in this decade and do the other things, not because they are easy, but because they are hard;

because that goal will serve to organize and measure the best of our energies and skills,

because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one we intend to win,



Segway vs. Segue





Target	251
Actual	251
Variance	0
Percentage	2.0%

*Actual from FACTS, Enrollment Dashboard

[illegible]

The Golden Circle

WHAT

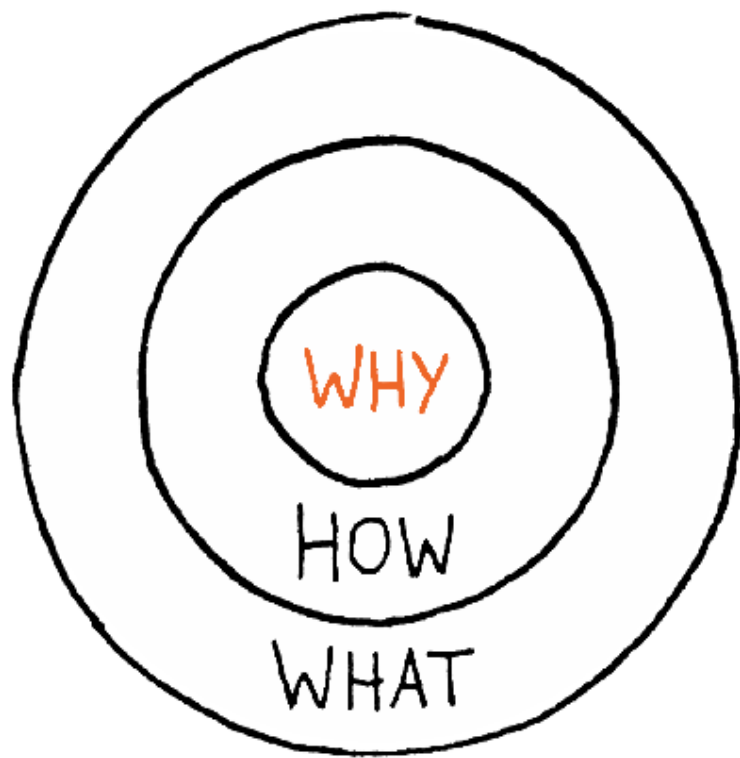
Every organization on the planet knows WHAT they do. These are products they sell or the services

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



***“Culture eats
strategy
for breakfast.”***

Thank You



Extra slides with thoughts from a favorite author- Tom Peters



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***The greatest danger
for most of us
is not that our aim is
too high
and we miss it,
but that it is
too low
and we reach it.***

Michelangelo

“What employees experience, Customers will. The best marketing is

happy, engaged employees. **YOUR**

CUSTOMERS

WILL NEVER BE

ANY HAPPIER

THAN YOUR

EMPLOYEES.”

—John DiJulius,

***The Customer Service Revolution: Overthrow Conventional
Business, Inspire Employees, and Change the World***

***“BE THE BEST.
IT’S THE ONLY
MARKET THAT’S
NOT CROWDED.”***

***From: Retail Superstars: Inside the 25 Best
Independent Stores in America, George Whalin***

“If things seem under control, you’re just not going fast enough.”

—Mario Andretti, race driver

“I’m not comfortable unless I’m uncomfortable.”

—Jay Chiat

“If it works, it’s obsolete.”

—Marshall McLuhan

“What used to be “word of mouth” is now “word of mouse.” You are either creating brand ambassadors or brand terrorists doing brand assassination.”

—John DiJulius, *The Customer Service Revolution: Overthrow Conventional Business, Inspire Employees, and Change the World*

Welcome to the Age of Social Media:

***“The customer is in
complete control
of communication.”***

***—John DiJulius, The Customer Service Revolution: Overthrow
Conventional Business, Inspire Employees, and Change the World***

CEO Doug Conant
sent 30,000
handwritten
‘Thank you’ notes to
employees during the 10
years [approx 10/day] ***he ran***
Campbell Soup.

Source: *Bloomberg BusinessWeek*

***“Employees who
don’t feel significant
rarely make
significant
contributions.”*** —Mark Sanborn

Suggested Core Value

#1: *“We are Effective Listeners—we treat Listening EXCELLENCE as the Centerpiece of our Commitment to Respect and Engagement and Community and Growth.”*

(An *obsession* with) Listening is ... the ultimate mark

of ***Respect***

Listening is ... the heart and soul of ***Engagement***.

Listening is ... the heart and soul of ***Kindness***.

Listening is ... the heart and soul of ***Thoughtfulness***.

Listening is ... the basis for true ***Collaboration***.

Listening is ... the basis for true ***Partnership***.

Listening is ... a ***Team Sport***.

Listening is ... a ***Developable Individual Skill***.* (*Though women are *far* better at it than men.)

Listening is ... the basis for ***Community***.

Listening is ... the bedrock of ***Joint Ventures that work***.

Listening is ... the bedrock of ***Joint Ventures that grow***.

Listening is ... the core of ***effective Cross-functional Communication***.* (*Which is in turn Attribute #1 of organization effectiveness.)