Ted Havelka Goal Setting



CATHOLIC SCHOOLS of BROOKLYN and QUEENS

FOUNDATION for LIFE

A goal properly set is halfway reached.

Zig Ziglar

(f) quotefancy

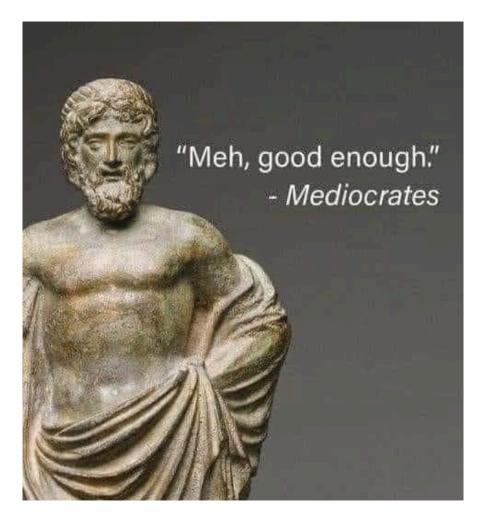
Goalsetting

- 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

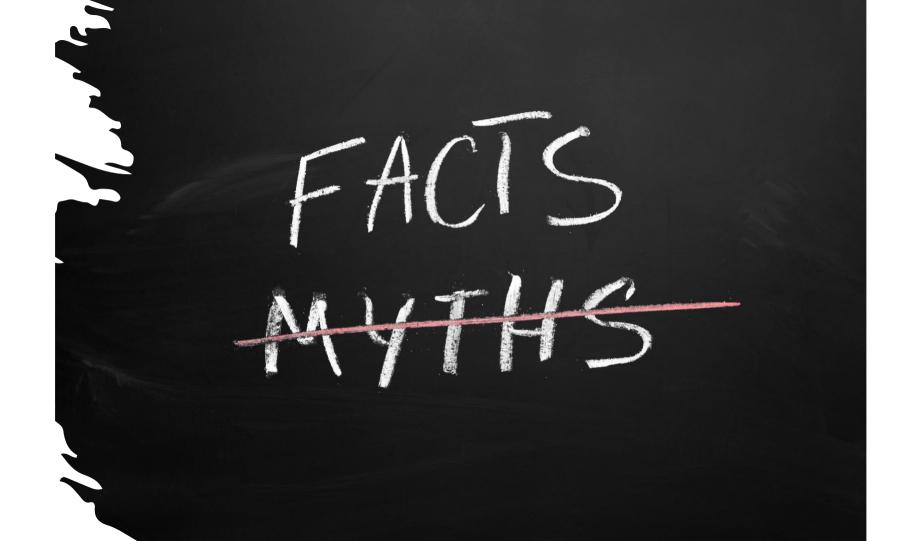


If a man knows not to which port he sails, no wind is favorable.

Seneca

anoletanch







Perpetual optimism is a force multiplier.

Colin Powell



Optimism Spreads on the Wings of Action

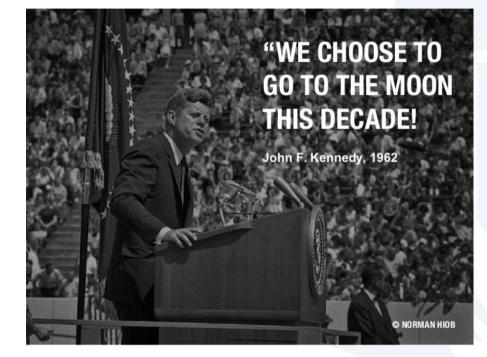
Ted Havelka

JFK's Moonshot Speech, 1962

We choose to go to the Moon in this decade <u>and do the other things</u>, 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



Hard is soft – technical, spreadsheet, data

Recruitment Targeting should be a stretch goal that is both reasonable, AND challenging. It's not where we think will be, it's where we think we then we the we then we then we then we the we the we then we the we then we the w												
Recruitment Target worksheet for:	<school here="" name=""></school>						2023 census			246		
Grade:	РКЗ	PK4	К	01	02	03	04	05	06	07	08	T otal
Available Pool of 2023-24 (moving into the grade show m	na	16	20	20	20	20	20	25	25	25	25	216
Target Returning Students	na	14	12	17	17	17	18	22	22	22	22	183
Retention %		88%	60%	85%	85%	85%	90%	88%	88%	88%	88%	85%
Target New Students	16	22	10	2	2	2	2	4	4	4	0	68
												Target
Target Total for 2024-25	16	36	22	19	19	19	20	26	26	26	22	251
							2024 target vs 2023 census: 2.0%					
Capacity*												0
Student count on Financial Budget for 2024-25*												0

*Actual from FACTS, Enrollment Dashboard

	01	02	03	04	05	06	07	08	К	PK3	PK4	Total
Returning Students												
Available Pool 🗾	13	23	25	28	17	21	25	21	52	0	30	255
Open	0	0	0	0	0	0	0	0	0	0	0	0
Withdrawn	3	1	2	2	4	5	4	3	31	0	5	60
Rejected	0	0	0	0	0	0	0	0	0	0	0	0
Blocked	0	0	0	0	0	0	0	0	0	0	0	0
Finished	10	22	23	26	13	16	21	18	21	0	25	195
Percentage Finished	76.92	95.65	92.00	92.86	76.47	76.19	84.00	85.71	40.38		83.33	76.47
New Students												
New Inquiries	3	6	3	3	2	12	3	1	15	36	19	103
Campus Visits	0	0	0	0	0	0	0	0	0	0	0	0
Applicants/App Submitted	1	2	2	3	2	7	3	0	8	30	16	74
Applications Withdrawn	0	0	1	0	0	0	0	0	1	0	0	2
Applications Rejected	0	0	0	0	0	0	0	0	0	0	0	0
Applications Wait Listed	0	0	0	0	0	0	0	0	0	0	0	0
Applications Offer Sent	1	2	1	2	1	7	2	0	5	30	16	67
Offer Declined	0	0	0	0	0	0	0	0	0	0	0	0
Offer Accepted	1	2	1	2	1	7	2	0	5	30	16	67
Offer Finished	1	2	1	2	1	7	2	0	5	30	16	67
Percentage Finished	100.00	100.00	50.00	66.67	50.00	100.00	66.67		62.50	100.00	100.00	90.54
Total												
Reenrolled Students	10	22	23	26	13	16	21	18	21	0	25	195
New Students	1	2	1	2	1	7	2	0	5	30	16	67
Total Finished	11	24	24	28	14	23	23	18	26	30	41	262
Capacity	0	0	0	0	0	0	0	0	0	0	0	0



WHAT

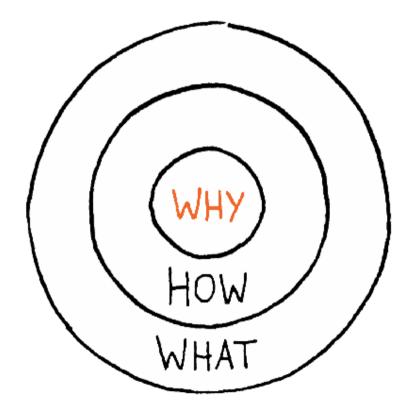
Every organization on the planet knows WHAT they do. These are products they sell or the services

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.



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"Culture eats strategy for breakfast."



Extra slides with thoughts from a favorite author- Tom Peters



THESE SLIDES AND MORE ON WWW.TOMPETERS.COM

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. 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."

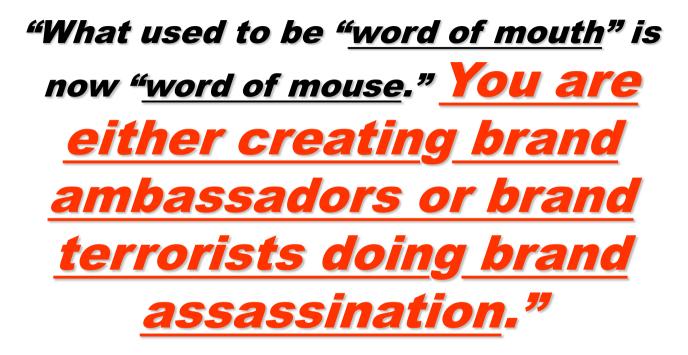
-Mario Andretti, race driver

"I'm not comfortable unless I'm uncomfortable."

—Jay Chiat



-Marshall McLuhan



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

Welcome to the Age of Social Media: *Complete control 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**, ⁹—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



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.)