



# HIGHGROUND GOALS

Motivating employees to strive for peak performance through accountability, strategic planning and prioritizing

**Traditional workplace goal-setting was largely reserved for sales teams** as a target and measurement for success. While other departments may have encouraged goals as part of its annual review process, they were rarely as disciplined in their implementation and management of them. However, leading organizations now recognize the many benefits of goal-setting and have adopted it across all departments as a central pillar for employee development.

## SET GOALS WITH HIGHGROUND

As companies move away from traditional performance markers like forced rankings, they are adopting new agile processes rooted in collaboration and enabled by technology. HighGround's employee engagement platform offers goal-setting functionality to:

- **Standardize** the way performance is measured
- **Unite** employees by focusing on larger, common goals
- **Motivate** employees to stretch themselves to reach their full potential
- **Increase** the likelihood of success through accountability
- **Create** a foundation for coaching and collaboration
- **Align** departmental and individual goals with company objectives

## WHAT ARE THE BENEFITS OF GOALS?

**Universal support:** Our platform enables organizations to use multiple goal methodologies, including OKRs (Objectives and Key Results), SMART goals (Specific, Measurable, Achievable, Relevant, Time-Bound) and more. We can universally support the way your employees set and track goals.

**Flexible usability and management:** Via a mobile device, tablet or computer, goal cycles can be set and scheduled for individuals, departments or the entire organization with automatic notifications to remind managers and employees.

**Company-wide collaboration:** Employees, peers and managers can communicate within each goal adding comments about progress, challenges or achievements. Each goal can also be weighted to establish prioritization.

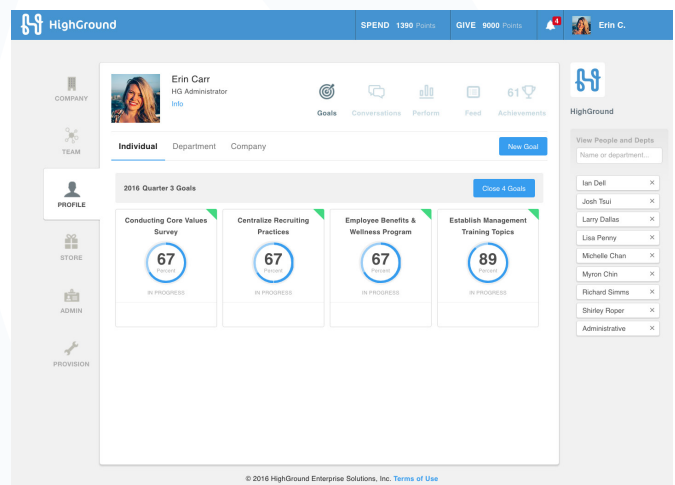
**Privacy:** While transparency is important and should have a place in your company's goal strategy, HighGround allows users to mark some individual goals as private.

**Customization:** Users can create custom terminology in the system to ensure consistency within their own organization.

**Accountability:** Administrators and managers can track the completion and status of all goals, based on department, location and individual levels.

**Agility:** Your workforce can update, change and delete goals as time progresses and priorities shift.

**Visibility:** As employees receive recognitions or check-in with their managers, these actions are displayed alongside goal progress to give better, holistic visibility into employee performance.



## RECOMMENDED APPROACH



Leadership defines a clear goal management strategy.



Leadership and managers communicate and track company-wide goals annually.



Employees set their own agile and transparent goals.



HR collaborates with managers and teams to provide encouragement and guidance.



## MAKE YOUR ENGAGEMENT PROGRAM BEST-IN-CLASS

Building a company culture that enables ongoing performance management is crucial but just one element of a sustainable engagement program. **Companies with best-in-class engagement programs utilize the HighGround platform** for not only continuous feedback and talent development, but also for rewards and recognition, capturing the voice of the employee and analytics.

To learn how HighGround helps drive employee engagement,  
**visit: [www.highground.com](http://www.highground.com)**