

THE EXTRA POINT

BY JERRY ROBERTS



432 Delivering Results Every 90 Days

What can we learn from public companies that have to report their earnings every 90 days? I'm Jerry Roberts and today, we'll look at how we might be able to apply the 90-day timeline to our own performance. That's next on The Extra Point.

Pity the poor CEO of those big publicly traded companies who are slaves to their stock price. They have to report earnings to the Wall Street investment market at the end of every quarter.

If they fall short of expectations the stock price could go down further as the investment gurus start talking about them, wondering, "What could be the problem?" That's not good because the stock price could slip even more, and people could lose jobs — maybe including the CEO.

I was thinking about this 90-day period and I began to wonder about annual performance reviews, goals, vision boards, and what we say to the people in our organizations about being productive. Does the longer term perspective actually hurt our chances for success?

What about developing our list of goals and objectives? The majority of workers don't have a written list or plan. One of the reasons for that is we have trouble seeing a year ahead. We're focused on what we're doing now, and trying to project a year ahead seems more like guessing. Guessing isn't good for goal-setting.

What if we discussed goals in terms of an overall plan to get from point A to point B in that year, then focused our entire energy on the first 90 days? We break up the year-long goals into four pieces, but not necessarily each one-fourth of the original size. Stay with me, math majors.

When you start a new program, especially if you start it at the beginning of the year, energy is going to be higher. It's a great time to be more ambitious and set the bar up an extra notch. Instead of saying we'll go for 25% of the total

goal, we go for 30% or even 35%. It's worth a try, right? You might fall short of 35%, but what if you hit the 30% mark?

People can easily visualize 90 days and it's close enough that they know they need to get busy — so they jump into it. You want to stay on top of progress so you can make mid-course corrections if needed, and the beauty of the 90-day plan is that it gives you two simple check-in points, at 30 days and 60 days.

At the 30-day mark you call each worker in and give them a chance to show how far along they are. They get face-time with the boss, which is a plus for them, and you get a chance to pump them up, give some specific praise for their fine efforts, and any needed guidance.

At 60 days from the start you do the same thing. You use the power of the one-to-one meeting to coach them, empower them, show them you have confidence in them, and make sure they are on target to arrive at their destination in the next 30 days. When they do hit their goal a month later, you celebrate, then recalibrate and go for the next quarter.

When you add up the pieces to the plan, you've got a set of goals, broken up into more easily visualized and digestible chunks, then you add two one-to-one meetings, which feature the added benefit of coaching, which creates a far stronger connection and working relationship. I don't see a downside. 2020 is just around the corner. Will the 90-day program work for you?

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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