

Info Buzz

REACHOUT RELAX ENJOY

Leaderspeak

When the Goal is a Self-Goal

Why is it important to set tangible, time-bound goals?



Ibrahim Ahmad
Managing Director

In my various meetings, official or social, I often come across goals and targets, without any milestones. That means the goal does not have a tangible activity that will be completed by a specific date. Such goals, I think, are meaningless and useless.

Consider this goal or target that is set for me on 29th Dec 2022 for the JFM 2023 period: Ibrahim to drive lead generation.

When you call me for a review meeting on 31st March and ask for my achievements, I will say, "Yes, I was driving lead generation, and I think I did a pretty good job". Beyond this, you as my boss will not have any more questions, because my target was a very open ended, generic statement without any tangible outcomes that should have been achieved by a specific date.

So, how is this as my target: Ibrahim to drive lead generation and generate BANT (Budget, Authority, Need, Timing) qualified leads.

Now, when you call me for a review meeting on 31st March and discuss my performance, I will say, "Yes, I was driving lead generation, and I generated BANT qualified leads. I think I did a good job". The discussion could end here, or continue aimlessly, or get into an unpleasant argument because there was no other commitment in my target beyond "drive lead generation and generate BANT qualified leads.

Besides frustration you will also realize that you have lost 1 month, just because the goal was generic, not specific and tangible, and was in perpetuity and not time bound.

So, how is this: Ibrahim to drive lead generation and give 9 BANT (Budget, Authority, Need, Timing) qualified leads by 31st March.

Is this better: Ibrahim to drive lead generation and give 9 BANT (Budget, Authority, Need, Timing) qualified, totalling a value of USD 9 million leads by 31st March.

Or is this better: Ibrahim to drive lead generation and give 9 BANT (Budget, Authority, Need, Timing) qualified leads, totalling a value of USD 9 million and approved by the Sales Team by 31st March.

You can keep refining the target and make it more focussed and specific: Ibrahim to drive lead generation and give 9 BANT (Budget, Authority, Need, Timing) qualified leads from the Retail and Healthcare clients based in California, totalling a value of USD 9 million and approved by the Sales Team by 31st March.

One can go on, and keep making the target or the goal more and more sharp and tangible, but that is another point, and requires another discussion. My point was about making targets and goals as specific, tangible and time bound as possible. My experience is that goals that are not tangible and time bound, are also very difficult and confusing to plan and execute.

Such goals, according to me, have a high chance of becoming self goals.

Latest News @ Infoglen

Employee Webinar

Professional Email Etiquettes



Sanjeev Verma

Infoglen organized a webinar for its employees on 25 November, on an important yet often overlooked topic of 'Professional Email Etiquettes'. The webinar was conducted by Sanjeev Verma, former senior editor of publications such as Business India and Sunday Observer. In the webinar, he discussed rules and tips to follow in business emails that allows one to maintain professionalism, and make communication more effective.



Women Infoglenners Circle (WI Circle)

November 2022

On 17 November, the WI Circle had an in-depth discussion on one of its core values – Confidentiality/Trust. Women Infoglenners discussed the importance of building a community based on trust and connection and ways to achieve the same.



Project Insights

Integrated an intelligent sales management platform with Salesforce for an improved user experience and operational consistency

An intelligent revenue platform company that helps customers and partners discover, sell, and manage services, was facing challenges due to a broken integration process between its sales management platform and Salesforce. Infoglen partnered with the company to help address these challenges and make a difference to the overall operational consistency of the platform.

Infoglen identified gaps in the integration process, detected and rectified integration failures to improve the data sync process. With Infoglen's solution, the client achieved a trackable and reliable integration between Salesforce and its platform. **From a <10% integration success rate, the platform now has a >95% integration success rate.**

To know more about Infoglen's Integration Solutions, click here to contact us.