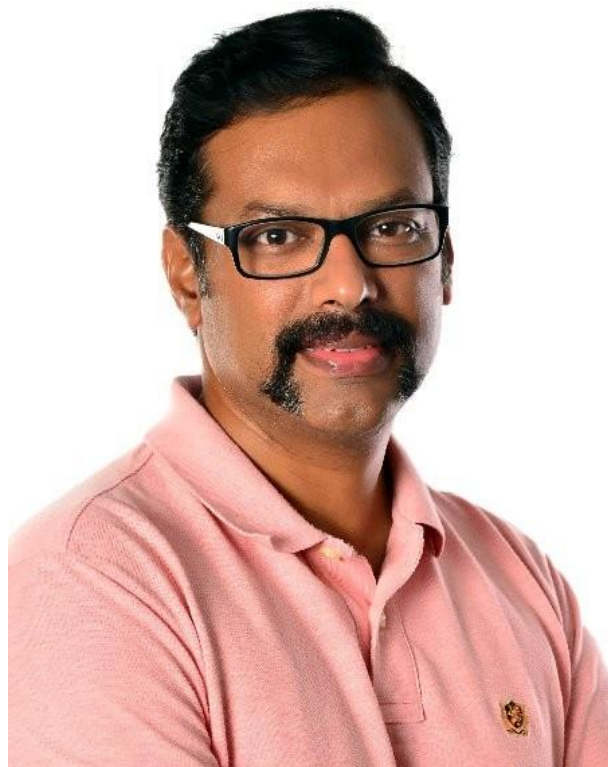


Goals Matter, Outcome Counts!

Add a *Personal* flavour to *Professional* goals to boost business outcomes
#mySPAMgoal





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Partner & Growth Consultant

A niche marketing and strategy consulting firm helping brands discover its *Alter Narratives* and enabling future leaders to elevate their creative and innovation capabilities.



VP, Strategy & Growth

Advisor to Kaidoko, a NASSCOMM incubated startup developing an adaptive, individualized learning and development assistant for the Indian Schooling System.

...and the previous 23 years



Senior Director
in Insights and Data
global service line



Management
Consultant specializing
in Digital Transformation
(UK based)



Product Development
& Consulting

Opinion Poll - I

1. My company/supervisor invests in my professional & personal growth

a). Agree b). May be c). Disagree

2. I use a structured framework (e.g. SMART) to set goals and objectives?

a). Agree b). May be c). Disagree



CFO asks CEO

“What happens if we invest in developing our people and they leave us?”

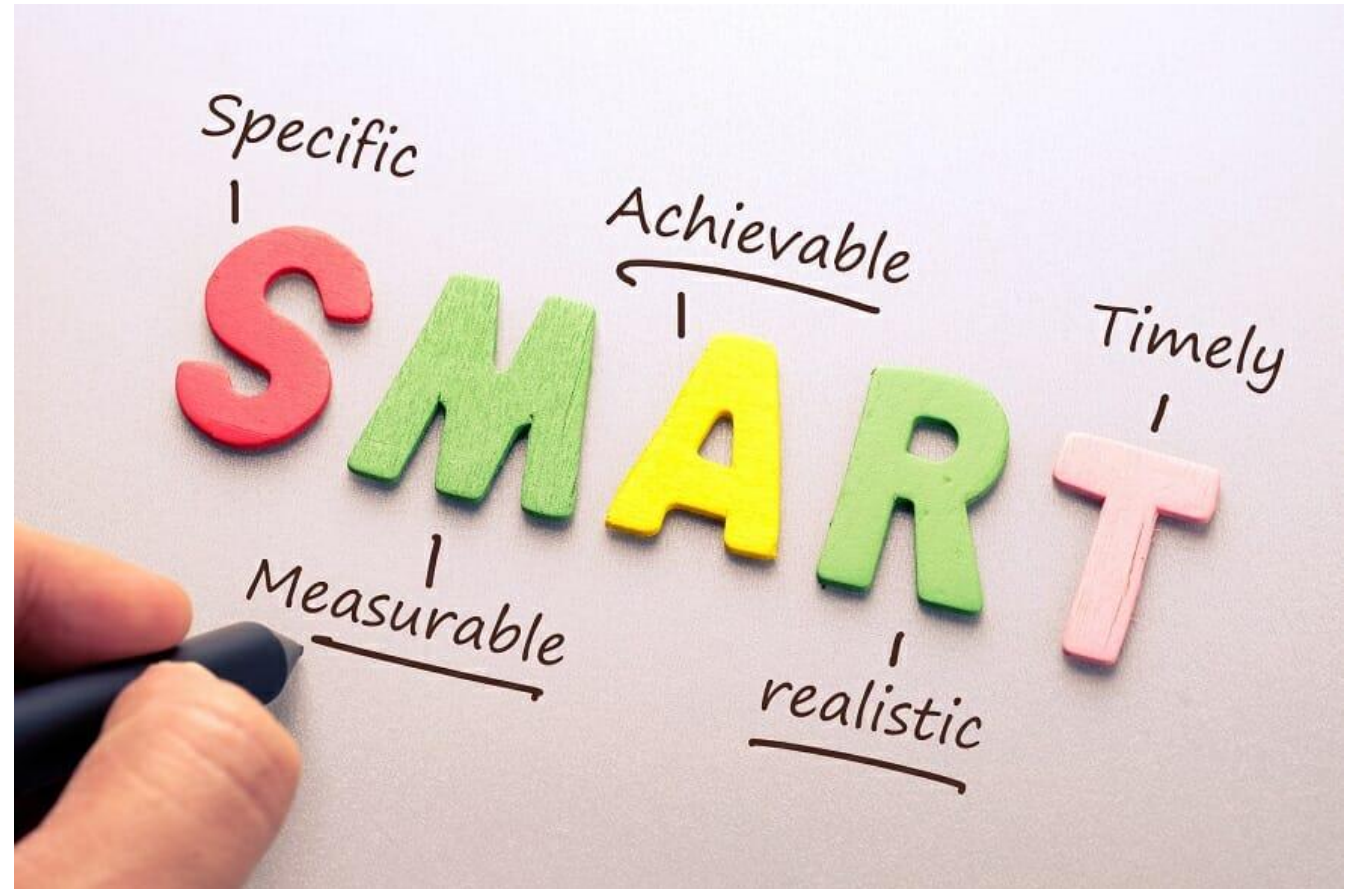
CEO says

“What happens if we don’t,
and they stay?”

HOUSE OF LEADERS



Now, let's deal with the SMART dilemma!



PC: tweakyourbiz.com

The SMART method helps push you further, gives you a sense of direction, and helps you organize and define your goals.

SMART goal, once defined, helps focus your efforts and increase the chances of achieving it.

It certainly makes you to think smarter and...



PC: Synergita

...that's Q1 gone!!!

Does it help cultivate
intrinsic motivation to
pursue those
goals?






PC: Synergita

Our new Challenges in employee engagement ?

1. Possible misalignment of **Values** (*of employees vs company*)
2. Uncertainty of **Growth & benefits** (*living at the mercy of bell curve*)
3. Failure to tap **Innate Potential** (*and personal aspirations*)
4. Lack of **Autonomy** (*and happiness, the new mantra!*)



"It's not just about getting employees engaged with a company's vision. Future work will be about being engaged with an employee's vision"



Bill Jenson, Author of "Hacking Work"

PC: mindvalley.com

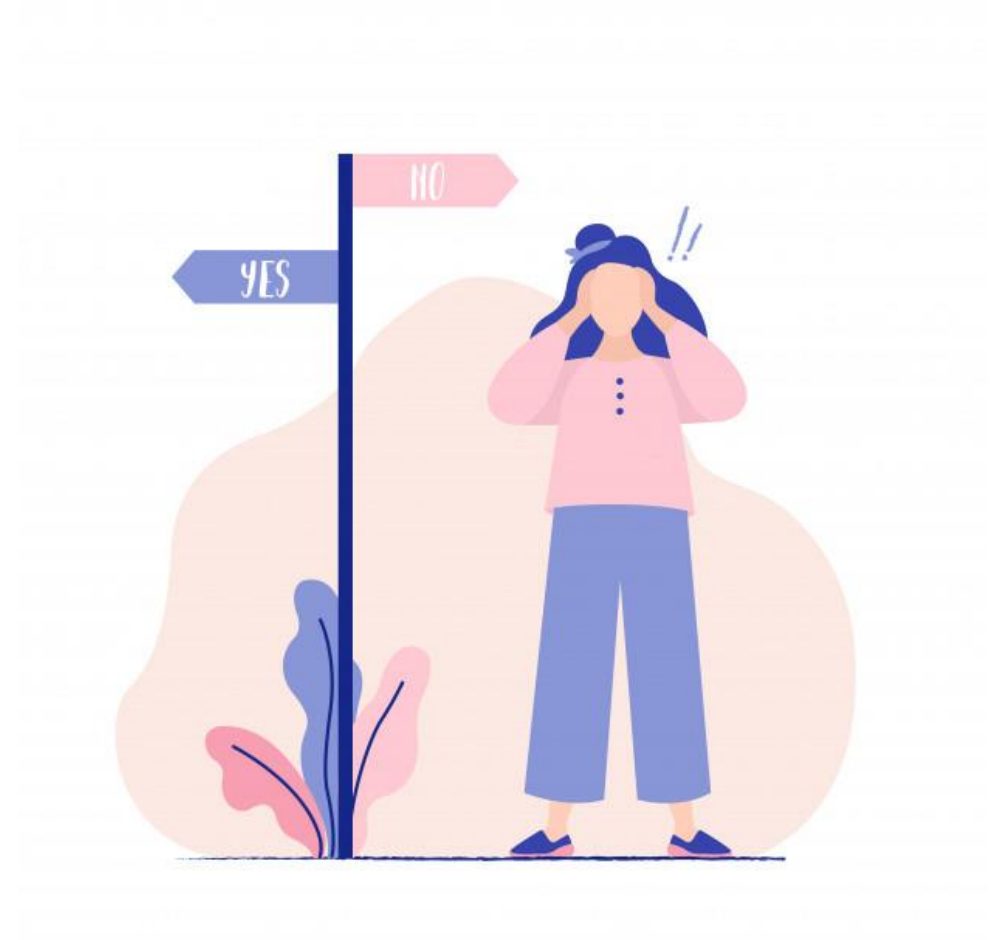
Opinion Poll - II

3. I am happy with what I have achieved in life, so far

a). Agree b). May be c). Disagree

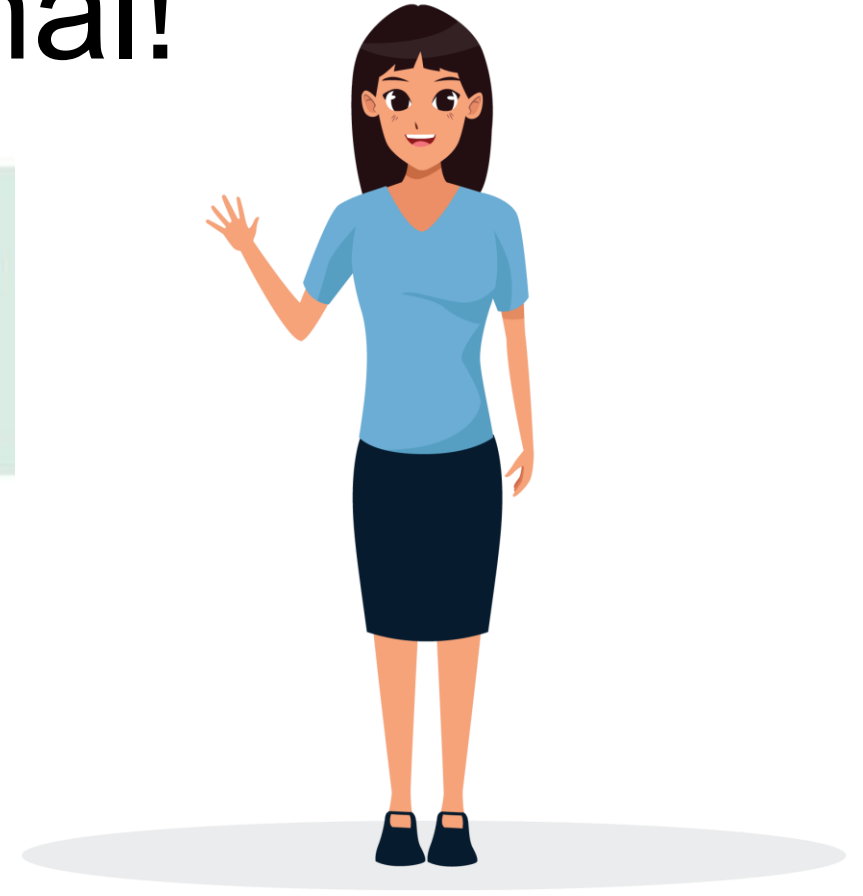
4. I would like to SPAM the world about my achievement / aspiration

a). Agree b). May be c). Disagree



So, let's make it personal!

Employee engagement is “ [t]he extent to which people are personally involved in the success of a business.”



Emerging strategies redefining employee engagements



**Unlock The Next
Level Of Human
Performance**



The 9 Pillars of Employee Engagement



“A good leader values employee happiness. A great leader values the employee engagement that results from that happiness. That is what employee engagement is, after all - the degree to which an employee's feelings about their job (and boss) influences their willingness to learn and perform at work.”

Andre Lavoie points out in a column for Entrepreneur magazine, performance and engagement are intrinsically related.

Organizations (early adopters) have started reaping benefits

They are great for start-up ecosystem and smaller companies. Will it work for large organizations?

Is mostly given as reward for high performers. What about the rest?

We need something practical and scalable, relatively inexpensive, employee driven and that can be applied bottom up....



A scalable bottom-up framework for personal growth

*Complement professional goals with a “ **SPAM** ” goal that impact individuals` personal growth*

- **S**imple hobby/interest that inspires the individual
- **P**ersonal to the individuals` life and growth
- **A**pplicable either directly or indirectly to their role
- **M**eaningful in the real world



SPAM goal of some leaders I look up to...



“To be a teacher. And to be known for inspiring my students to be more than they thought they could be.”

- OPRAH WINFREY,
FOUNDER OF OWN, THE
OPRAH WINFREY NETWORK

July 2019



“Running opens the windows of my mind... you may call me a long-distance thinker”. He is also an avid photographer, music aficionado

- N CHANDRASEKARAN
CHAIRMAN, TATA SONS

© Balaji Palanidurai



“To have fun in [my] journey through life and learn from [my] mistakes.”
He is known for his adventure activities!

- SIR RICHARD BRANSON
FOUNDER OF THE
VIRGIN GROUP

15

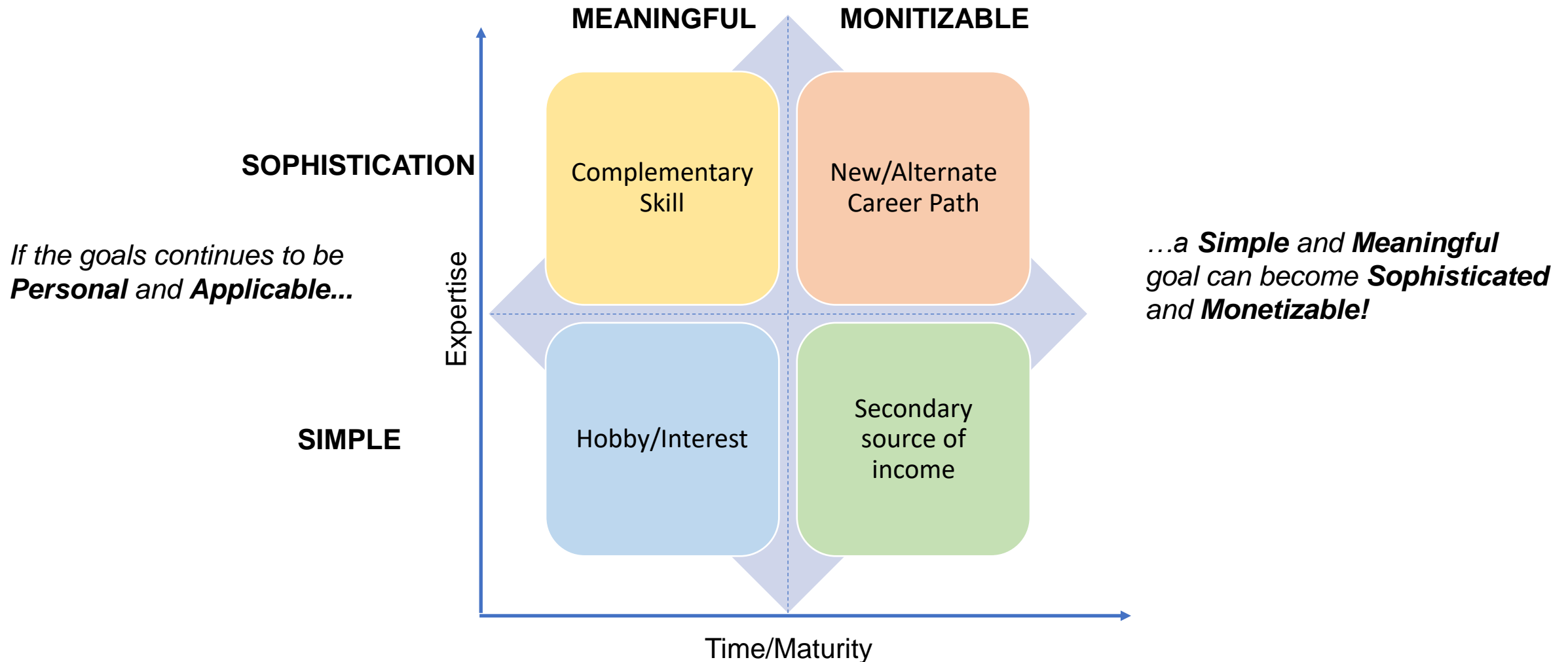
How does this benefit the organization?

Does
my supervisor
care about me
as a person?



- SPAM is a 'zero' investment employee engagement programme
- Employees get the freedom to pursue an interest that will count towards their performance
- Managers/Supervisors feel empowered to know their team better
- Creates a culture of collaboration, critical thinking and creativity

How can SPAM help personal growth and business goals?



So, what's your SPAM goal?



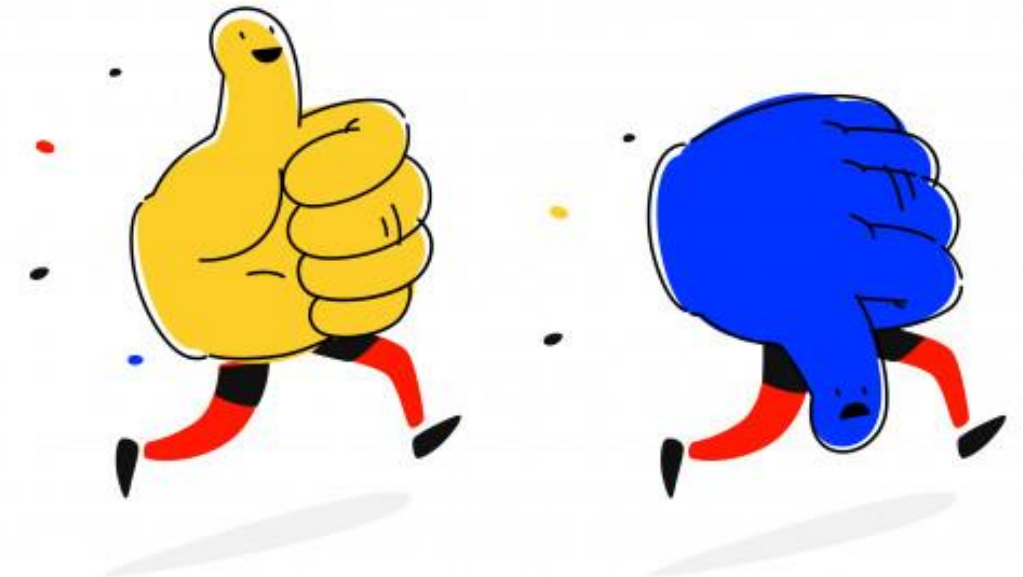
Opinion Poll - III

5. Change is beautiful & I am open to new ideas

a). Agree b). May be c). Disagree

6. India's economy will double to \$5 Trillion by 2024

a). Agree b). May be c). Disagree



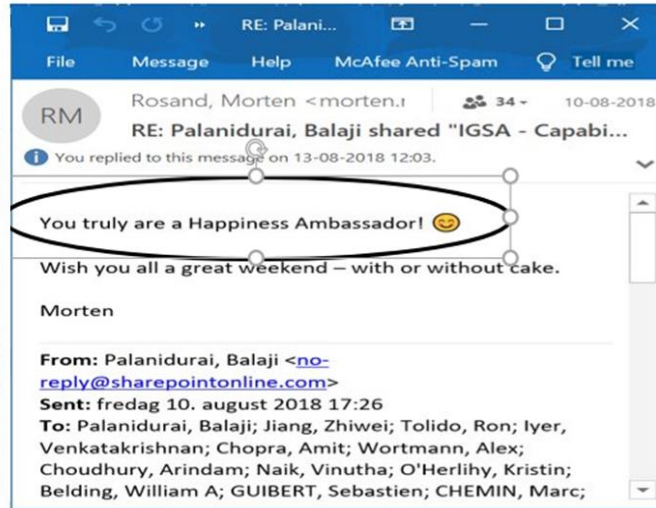


PC: GNARLYMUG.COM

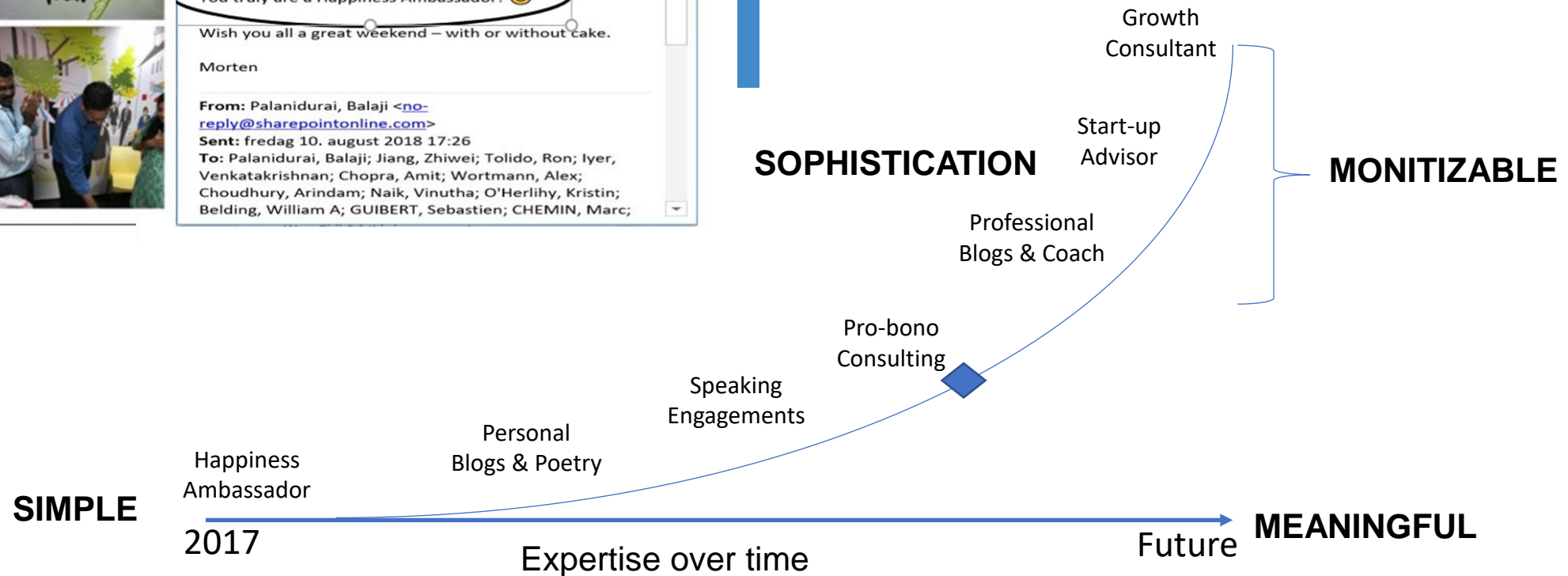
Can SPAM work and be effective?

My SPAM Story

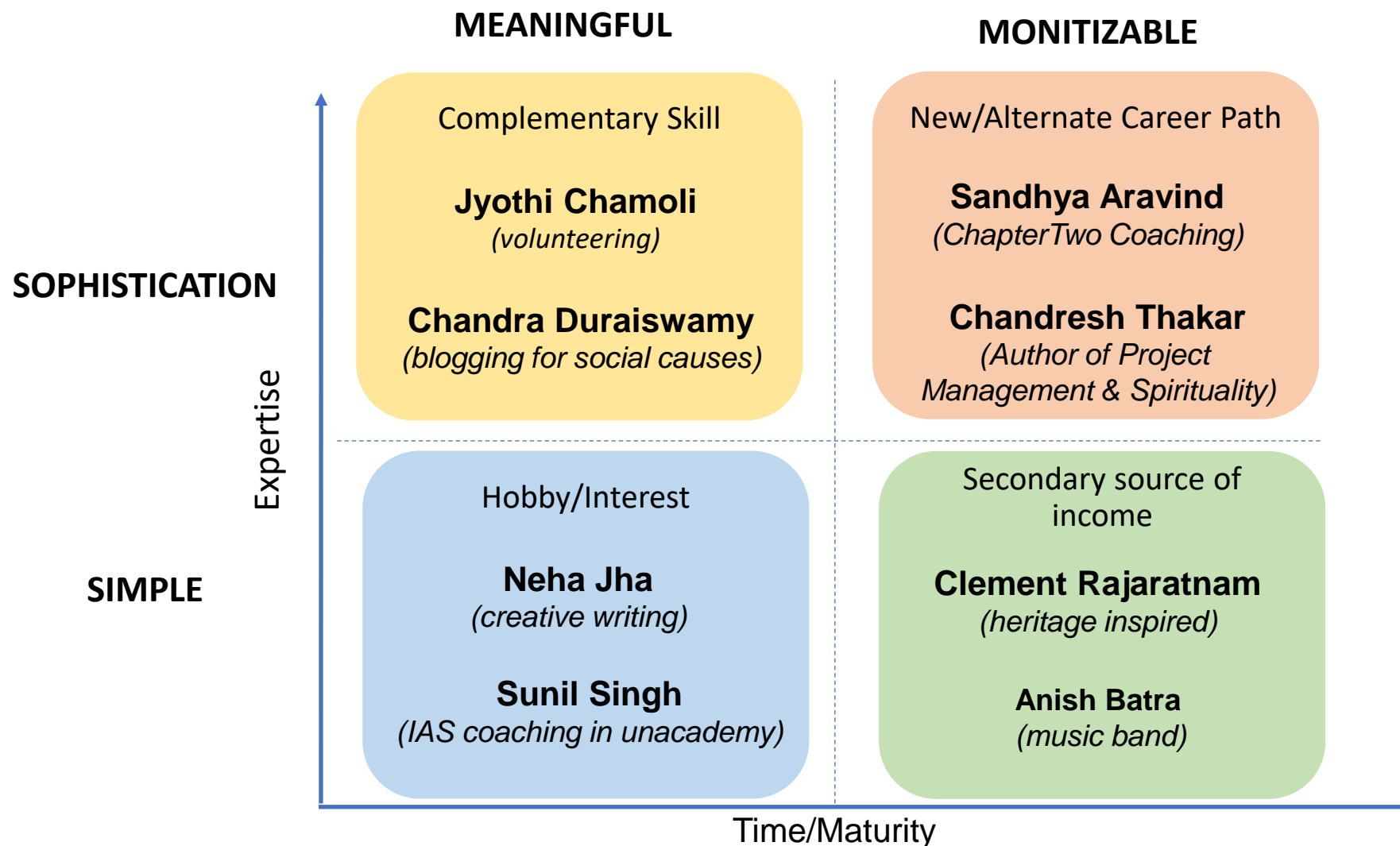
...



“Success is your ability to let go and harness happiness in the end”
– from my poem “beauty of happiness”



SPAM Stories from our neighbourhood!



Source: LinkedIn and Professional network

To summarize...

- Engage with your employees vision to design the future of work
- Empathize with employees personal aspiration and incorporate them as formal goals - #mySPAMgoal
- Empower your managers with a culture of coaching and experiential learning
- Reward small success - both professional and personal



SMART directs, SPAM enables!

Q & A

Supporting material

Let's see a few examples

Role	SMART Goal	Personal interest/hobbies	Potential SPAM Goal
Fresher			
Junior Role			
Team Lead			
Manager			
Senior Manger	e.g. Develop \$50m pipeline for Data & Analytics in SE Asia for 2020-21	Creative writing (3), Wildlife (na), Chola Dynasty Kings (4), Travel (na)	Publish an article on global intranet/conduct a knowledge share session about Chola kings and their expeditions to SE Asia!
Director & above			