




# FAST goals 101

The do's and don'ts of good goals.

 Goals should be

 Do

 Don't

**Frequently discussed**

Set (and re-set) goals quarterly, then review them frequently.

Wait until a yearly performance review to check in.

**Ambitious**

Pick inspiring goals that are hard, but not impossible, to hit. (Think 70%—not 30% or 100%.)

Play it safe, or “stack the deck” with over-easy goals.

**Specific**

Win a Webby award in H1 2022 by improving our craft skills:

- Hire an executive creative director to set a direction for our work
- Sign up for a team interaction design course
- Establish weekly team creative review process

Win a design award!

**Transparent**

Share goals with your lead, team, and company.

Know (and say) what you need from other teams.

Keep goals to yourself or share only with a teammate or manager.