



THE GOAL CONVERSATION

The purpose of a Goal Conversation is - of course - to help each and every one of our coachees set and achieve ambitious goals. Setting ambitious goals and then striving to achieve them is hard work. What we need is a concrete plan for attacking that goal with gusto.

RULES OF ENGAGEMENT

Frequency	Quarterly
Duration	No more than 5 minutes
Preparation	<i>Coachee:</i> A desired goal with a three month timeframe <i>Coach:</i> Working knowledge of the Goal Coach™ Tool
Execution	<i>Knowledge:</i> Mastery the SMARTTSS acronym in order to ensure the complete definition of a concrete goal <i>Skill:</i> Ensure coachee is OUTSIDE of the comfort zone, but not so far as to be in the panic zone <i>Discipline:</i> Press for specificity and well-defined actions in service of the goal
Outcome	Set an ambitious, concrete goal

AVOID THESE TRAPS

1. Failing to move a goal from abstract to concrete
2. Failing to identify more than one coach
3. Failing to answer the “what are you going to stop doing” question
4. Focusing on the outcome vs. the process of achieving the goal

