



Effectively define **Objectives** with these methods

Practical Guide

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1. SMART METHOD



Example:

Implement a new accounting management system to optimize financial processes and reduce errors by 20% by December 31.

Specific	✓	Focuses on implementing a new system.
Measurable	✓	Comparison of error rates before and after implementation.
Achievable	✓	Provided we have the necessary resources.
Relevant	✓	Optimizes financial processes and reduces errors.
Time-bound	✓	Has a set deadline.

Tip

At the organizational level, this method is effective for projects with defined deadlines and quantifiable results.

For employees, this approach can provide clarity and direction.



2. CLEAR METHOD



Example:

Increase brand recognition by 30% through the implementation and review of regulated, sustainable marketing strategies aligned with the company's values.

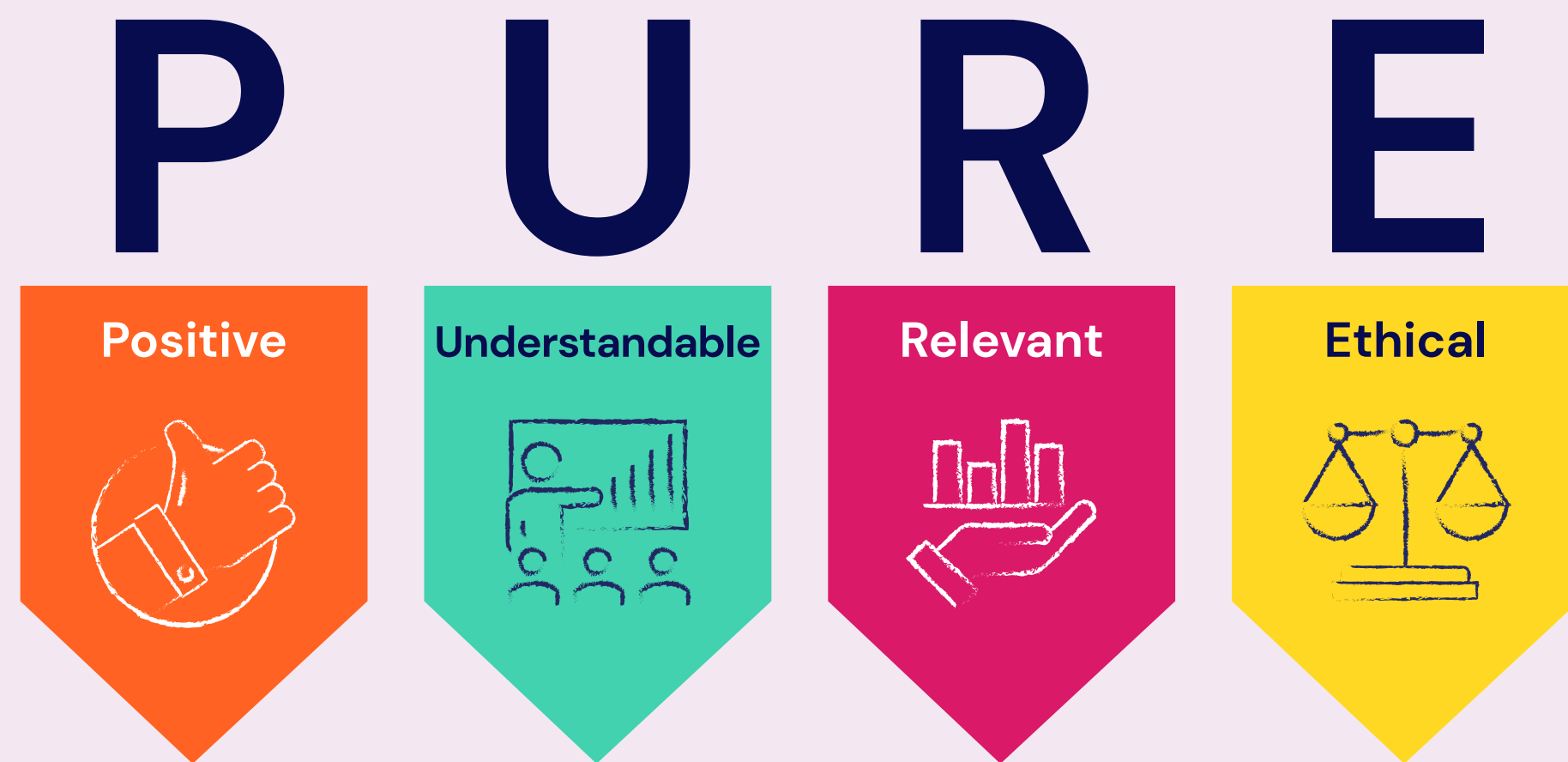
Challenging	✓	Aumento significativo del reconocimiento de marca.
Legal	✓	Implementation of regulated marketing strategies.
Environmentally Sustainable	✓	Conscious ecological marketing.
Appropriate	✓	Aligned with the values of our company.
Recorded	✓	Allows monitoring and adjustment of our strategies.

Tip

The CLEAR method is suitable if you aim to expand your organizational structure, enter new markets, or gain greater visibility in your sector, as these are challenging areas requiring a legal framework and constant review.



3. PURE METHOD



Example:

Improve employee satisfaction by 15% over the next year.

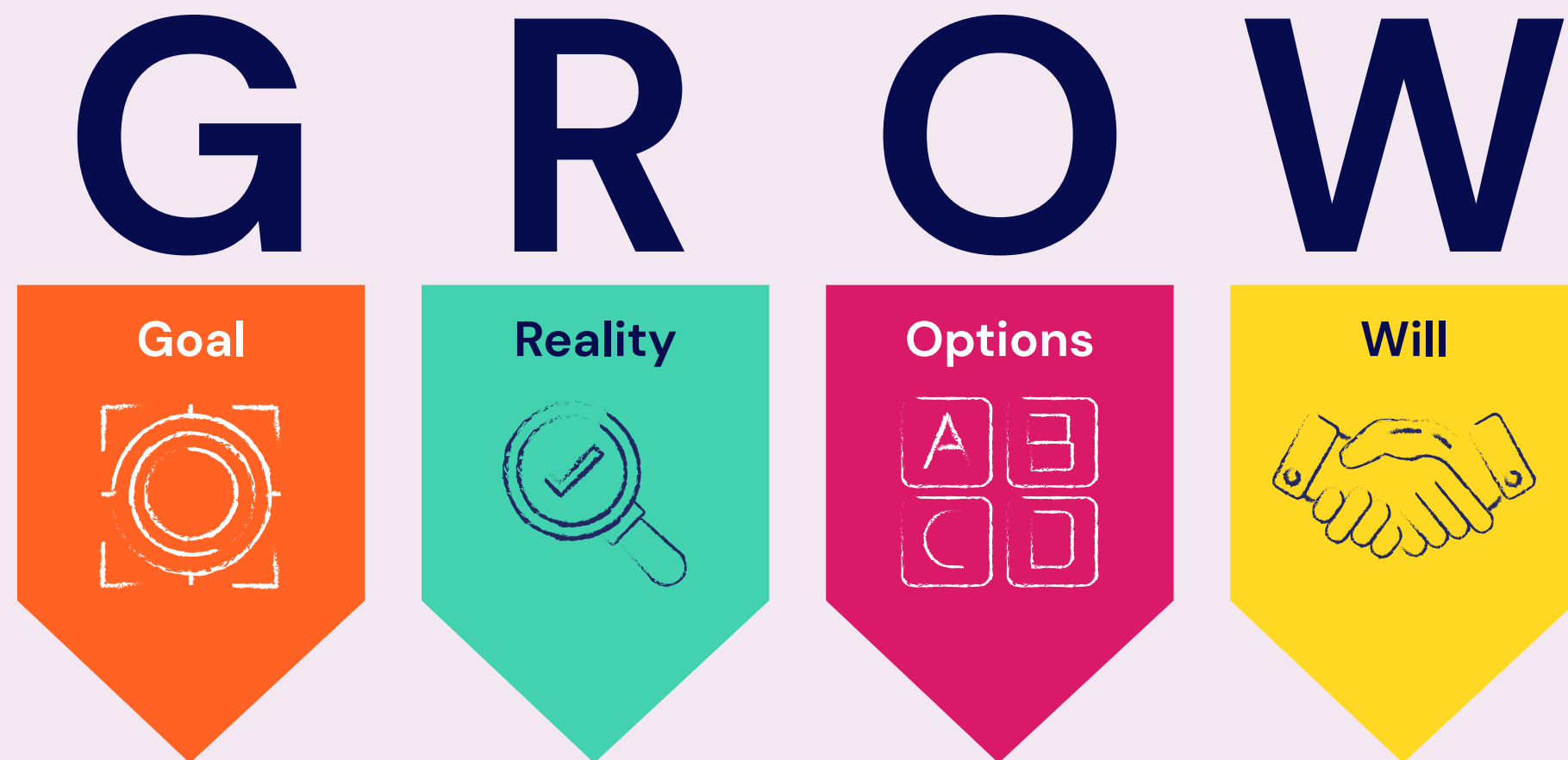
Positive	✓	Improve job satisfaction.
Understandable	✓	Focused on a specific metric.
Relevant	✓	Contributes to talent retention.
Ethical	✓	Through surveys and other feedback tools.

Tip

If your goal focuses on ethical and positive values, the PURE method may be suitable. This approach is useful for setting goals that reflect the core values of the organization and contribute to creating a positive and ethical work environment.



4. GROW METHOD



Example:

Foster an inclusive and collaborative culture through training programs and revised policies, with the commitment of the entire team.

Goal	✓	Establish an inclusive and collaborative culture.
Reality	✓	Evaluate organizational culture with surveys.
Options	✓	Research and select training programs.
Will	✓	Commit the team to actively participate.

Tip

If your goal requires a holistic approach that considers both personal and professional aspects, the GROW method can be useful.

At the organizational level, GROW objectives can be beneficial for leadership development and training programs.



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