

# S<sub>pecific</sub>

Who needs to be included?

tip

Be specific - people, teams, customers, stakeholders, contractors, suppliers, etc.

# S<sub>pecific</sub>

Why is this goal important? What are the benefits for our end customer?

tip

Goals should have a positive impact on our customers - otherwise we won't have them for long!

# S<sub>pecific</sub>

When do we want to do this?

tip

Think short, medium and long term.

# S<sub>pecific</sub>

Where does it need to happen?

tip

List the physical locations involved.

# S<sub>pecific</sub>

Why is this goal Important? What are the benefits for our organisation?

tip

Not all goals will have a return on investment. Benefits could be decreased costs, increase customer experience, improved employee experience, etc.

# S<sub>pecific</sub>

What does achieving this goal look like?

tip

Look into the future and explain what "done" looks like.

# S<sub>pecific</sub>

Are there any obstacles or requirements?

tip

List any thing that could hold us back or slow us down.

# S<sub>pecific</sub>

Do we have sufficient budget?

tip

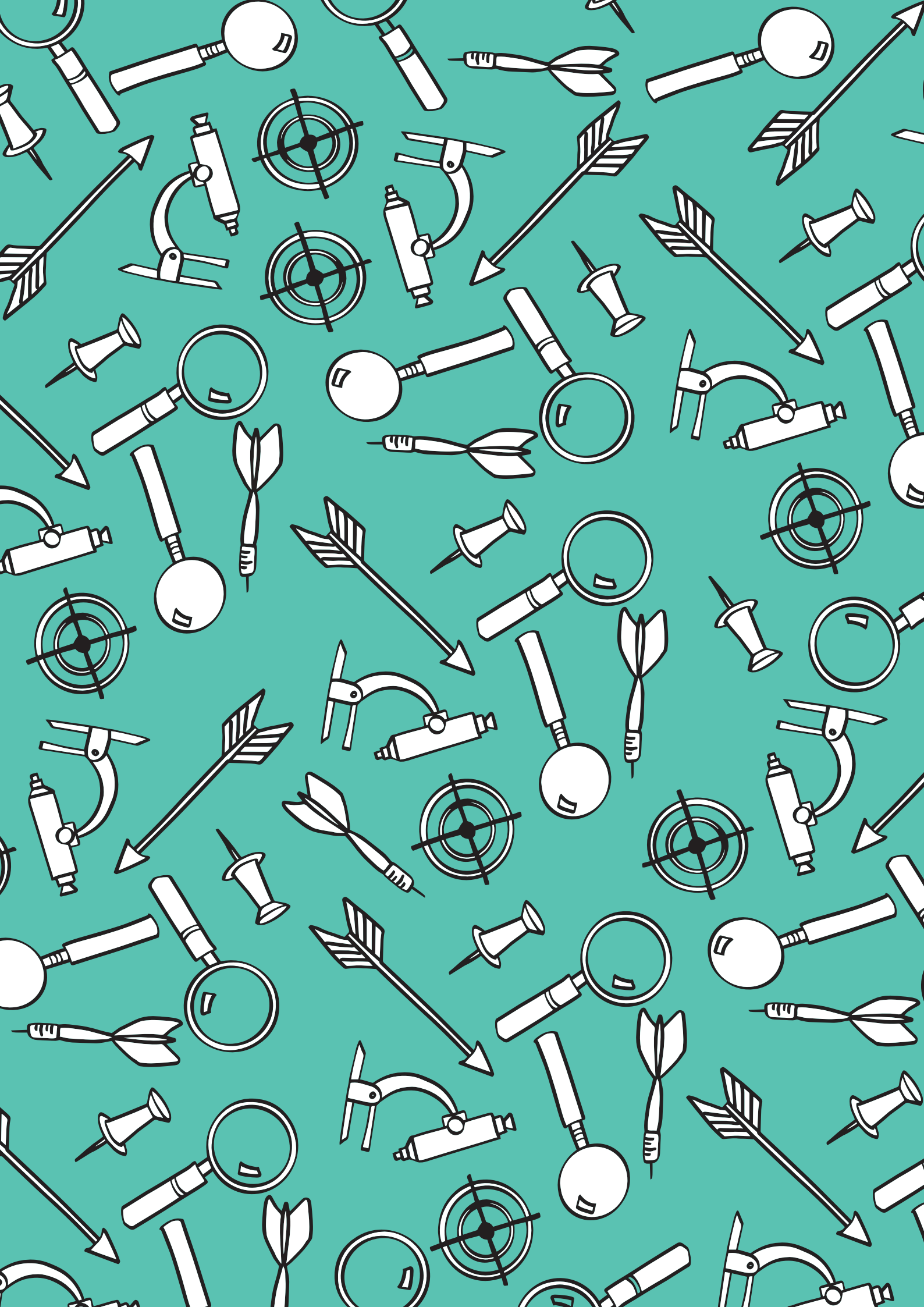
Do a quick estimate of how much the goal will cost - and then check if there is budget.

# S<sub>pecific</sub>

Do we have enough people?

tip

This will be a "best guess" - hopefully everyone impacted by the goal is in the room to help estimate!



# Measurable

How many?

tip

People, computers, lines of code, raisins, etc. The options are endless. Get specific about what we are measuring. How many do we have and how many do we want?

# Measurable

How much?

tip

Money, space, licences, etc. The options are endless. Get specific how much we have of something, how much we need and what the difference is.

# Measurable

How will we know it is accomplished?

tip

Think about the future when the goal has been achieved - how will we be able to "know" that we were successful?

# Measurable

What metrics will we use?

tip

List how metrics are currently tracked. Is this a new metric, or an existing metric?

# Measurable

Are there metrics to measure success available?

tip

We may need to obtain new information from different sources. What are the new sources?

# Measurable

What resources do we still need e.g. technology, space, etc.

tip

Do we need to invest money in new physical resources? What do we have, and what do we still need?

# Measurable

Where are we right now in relation to the outcome? How do we know that?

tip

Are we currently tracking data? If so, do we know where we currently stand?

# Measurable

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# Measurable

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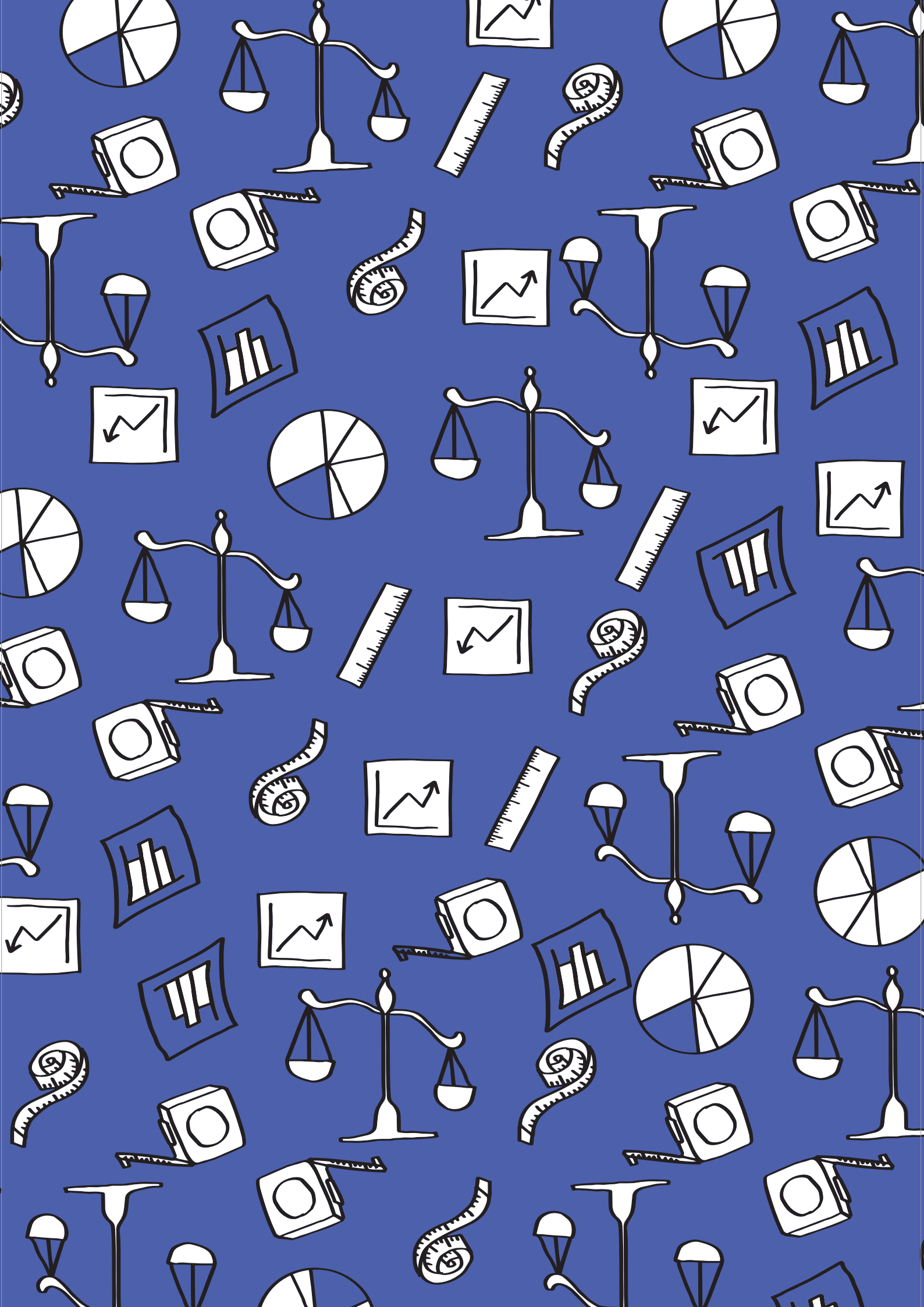
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tip

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# Relevant

Is this the right time to pursue the goal?

 tip Is the market or are our customers ready?


# Relevant

Am I or are we the right people to achieve this goal?

 tip Are there more people that we need to include? How easy will it be to include them in this discussion?


# Relevant

Is the goal applicable in our current environment?

 tip Do our customers want this? Are our competitors already doing it?


# Relevant

What is the most important part of this goal?

 tip If we break the goal down, what is the most important thing to deliver first?


# Relevant

How does this goal relate to our company strategy and goals?


 tip Does the goal take us towards the company strategy, or away from it? How do we know?

# Relevant


How does this goal relate to our company values?

 tip What are our company values? How does this goal tie in to them?

# Relevant

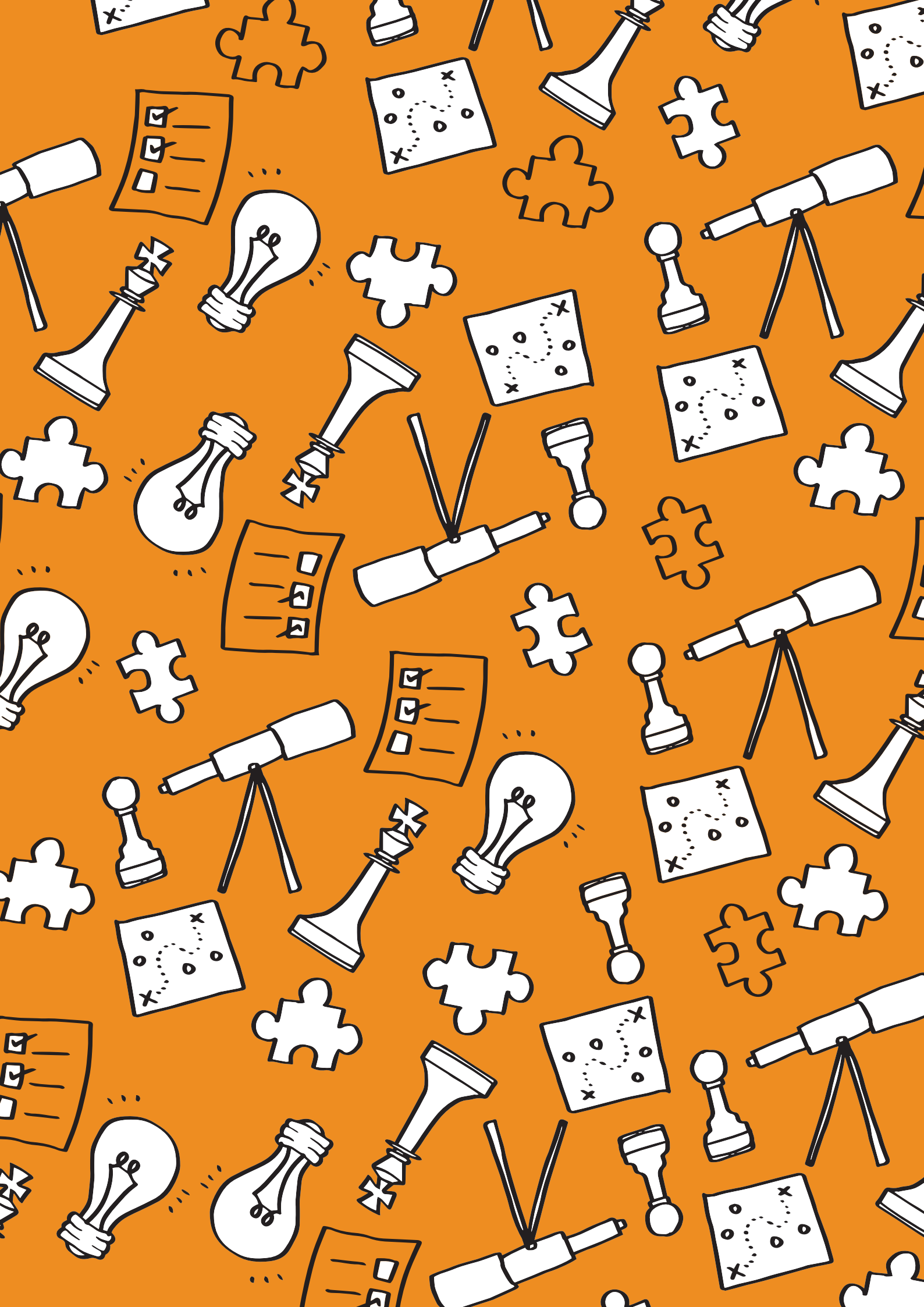
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# Relevant

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Timebound

What can we do now?

tip What can we do as soon as we leave the room?

Timebound

What can we do in three months time?

tip What do we need to wait for? Is there a way to speed up delivery of the prerequisites?

Timebound

What can we do today?

tip What is the first step we can do today - no matter how small.

Timebound

Is there a deadline?

tip Is there a specific date that needs to be reached e.g. regulatory?

Timebound

When can we start?  
What is holding us back?

tip Is there a specific date when we can start? E.g. the next PI planning session

Timebound

When do we expect to see our first result?

tip Has a date already been communicated within the company? Is there any way to change this date if it is unrealistic?

Timebound

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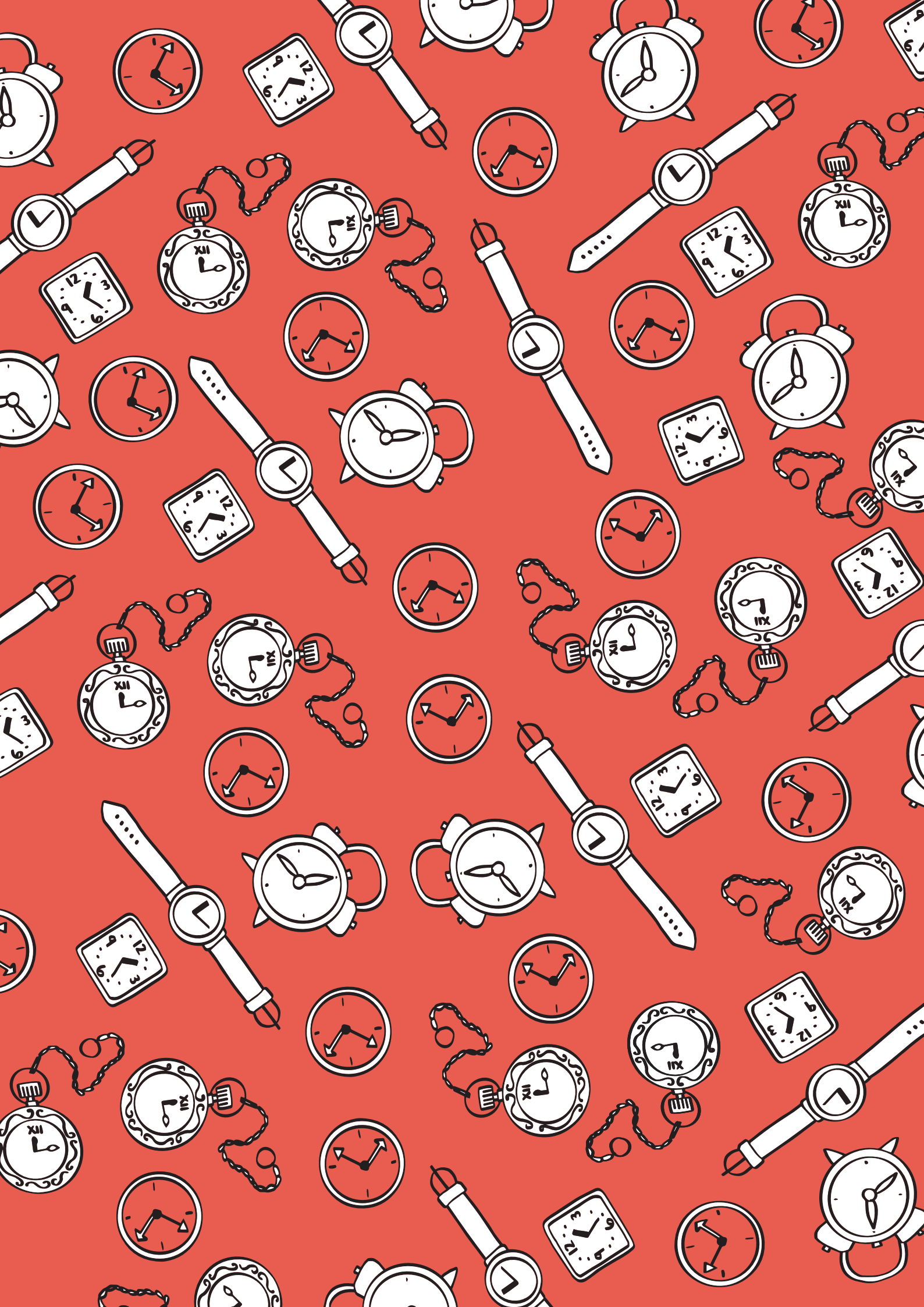
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tip \_\_\_\_\_

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# Wild Card

In the next round...

Be extreme in  
your suggestions

no such thing as  
over the top here...

# Wild Card

In the next round...

Listen to the  
quiet voice

all the introverts in  
the room, give me a  
whoop whoop!

# Wild Card

In the next round...

Emphasize the  
flaws

poke holes in it, it's  
okay!

# Wild Card

In the next round...

Voice nagging  
suspicions

what's on your  
mind?

# Wild Card

In the next round...

Think what a hero  
would do and  
suggest the  
opposite

let's be the villain for  
a change

# Wild Card

In the next round...

Suggest what  
your closest  
friend would do

my friend Mary  
always has the best  
advice

# Wild Card

In the next round...

Speak about the  
problem like a  
gardener

growing, not building...  
let's hope you have a  
green finger

# Wild Card

In the next round...

Make a  
suggestion  
regardless of how  
much it costs

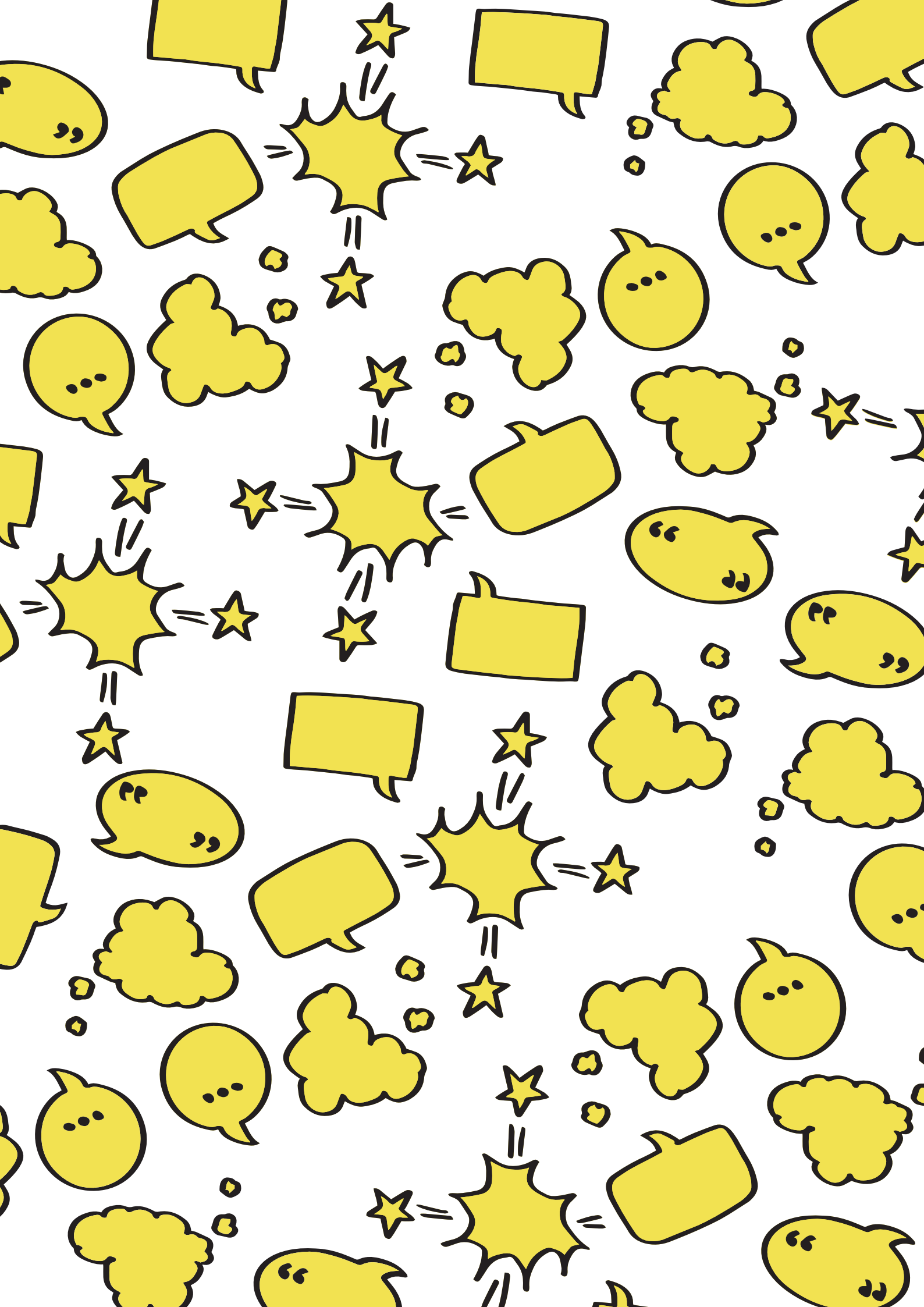
make it rain

# Wild Card

In the next round...

Make  
suggestions that  
cost nothing

the best things in life  
are free



# Wild Card

In the next round...

Say what you  
wouldn't do

hmm... are you sure  
you want to do that?

# Wild Card

In the next round...

What have you  
forgotten about?

where did I leave  
my car keys?

# Wild Card

In the next round...

Suggest ways of  
tidying up

it's time to spring  
clean...

# Wild Card

In the next round...

Think of the  
question like a  
rock star

Elvis has entered  
the building...

# Wild Card

In the next round...

Listen to the  
quiet voice

does anybody else  
have anything to  
add?

# Wild Card

In the next round...

# Wild Card

In the next round...

# Wild Card

In the next round...

# Wild Card

In the next round...

