



Mu Sigma

Goal Setting & Performance Feedback - Siddharth Chhotray

Do The Math

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October 14, 2022

Goal Setting | Goals – individual & organizational – must be SMART

- **Specific:** Output or outcome centric, no scope for misinterpretation
- **Measurable:** Quantifiable, ability to measure progress
- **Achievable:** Attainable, given current constraints
- **Relevant:** Goal must in some way, must contribute to long term outcomes
- **Time-bound:** ETA, start & end dates must be clearly defined

“I am going to write a book”

“I am going to write a 60,000-word novel in 6 months (1-Jan-2022 to 30-Jun-2022). I will do this by writing 2500 words per week”

“I am going to improve my relationships”

“I will call David, Sarah, and Mum twice per week for 3 months to develop my relationships with them”

S	M	A	R	T
Specific	Measurable	Attainable	Realistic	Time-bound
Do: Set real numbers with real deadlines. Don't: Say, "I want more visitors."	Do: Make sure your goal is trackable. Don't: Hide behind buzzwords like, "brand engagement," or, "social influence."	Do: Work towards a goal that is challenging, but possible. Don't: Try to take over the world in one night.	Do: Be honest with yourself- you know what you and your team are capable of. Don't: Forget any hurdles you may have to overcome.	Do: Give yourself a deadline. Don't: Keep pushing towards a goal you might hit, "some day."

Objective: Increase Drivers in System

← objective

• Increase driver base in each region by 20%

• Increase driver average session to 26 hours / weekly in all active regions

← key results

Objective: Increase Geographic Coverage of Drivers

• Increase coverage of SF to 100%

• Increase coverage for all active cities to 75%

• Decrease pickup time to < 10 mins in any coverage area during peak hours of usage

Feedback Mechanism | Check-ins & informal connects can help strengthen relationships

- **Agile goal setting**, move beyond annual KPIs
- **Quality over quantity, outcome over output**
- **Minimize adjectives**, quantify your feedback and observations
- **Be a mentor, not a critic** – always complement strong feedback with a corrective course of action
- **Build soft skills for a hard world (McKinsey)**
- **Codify soft skills** and define specific evaluation criteria
- **Empathy, Adaptability and Leadership** – future of work
- “Skill building is more prevalent than it was prior to the pandemic, with 69 percent of organizations doing more skill building now than they did before the COVID-19 crisis” – [Report by McKinsey](#)

[Continuous Feedback](#)

[Building Workforce Skills](#)

[Soft Skills for a Hard World](#)

