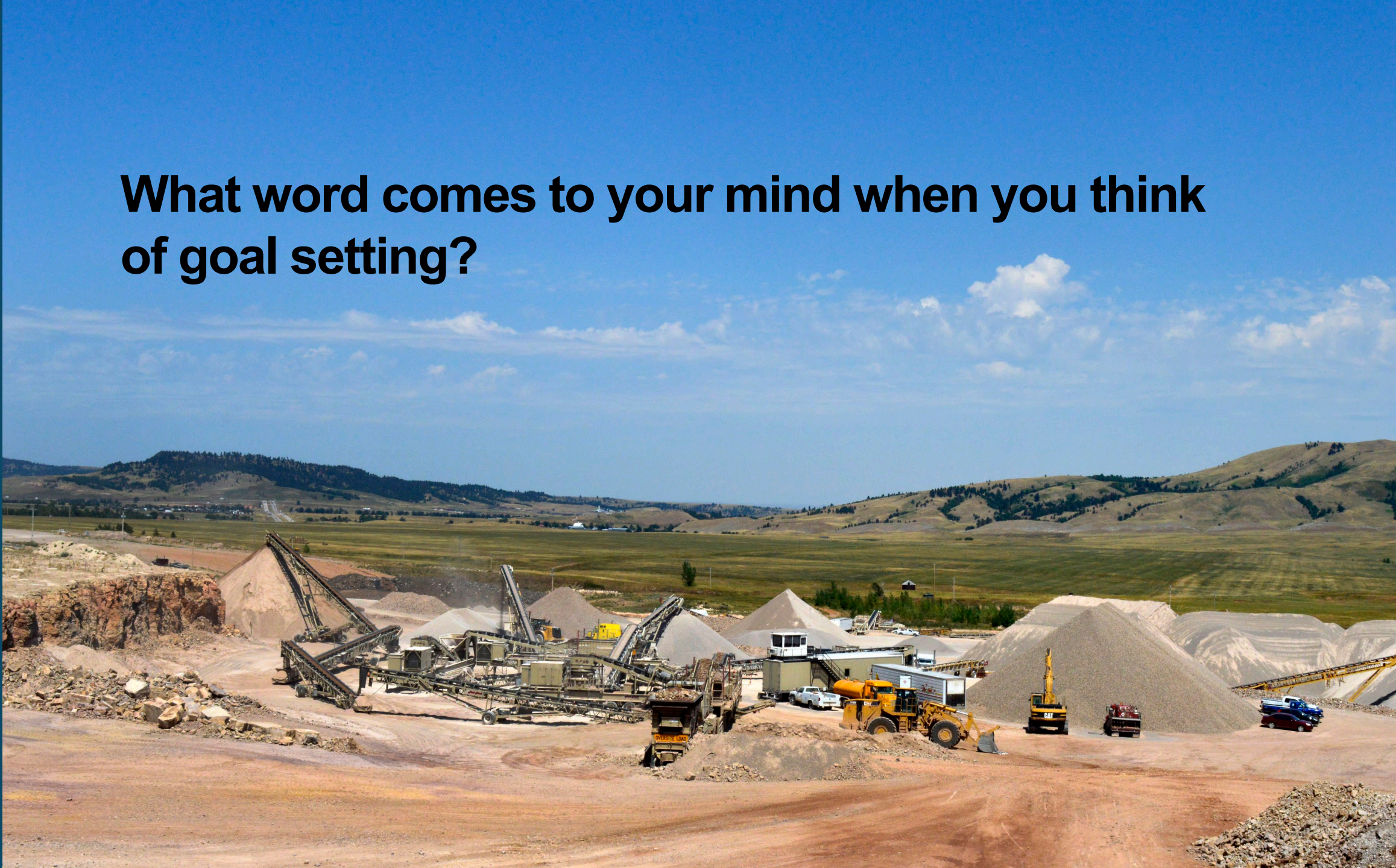


SIMON

Goal Setting

What word comes to your mind when you think of goal setting?





DEVELOPMENT GOALS VS. PERFORMANCE GOALS



What's the Difference?

Developmental vs. Performance

Purpose	<i>Focus on personal growth, skill-building, and long-term development</i>	<i>Focus on achieving specific, measurable outcomes in the short term</i>
Timeframe	<i>Long-term, ongoing</i>	<i>Short-term, deadline-driven</i>
Focus	<i>Enhancing capabilities, expanding knowledge, or acquiring new skills</i>	<i>Meeting specific targets or performance standards</i>

AIM: A FRAMEWORK FOR GOAL SETTING

Achievement

What do you want to accomplish?

Indicators

How will success be measured?

Milestone

When will it be achieved?



AIM in Action

Achievement: Improve crew productivity and project execution during the paving season.

Indicators:

- Increase average daily production by 10%
- Complete 95% of projects on schedule
- Reduce equipment downtime by 15%
- Conduct monthly crew performance and development discussions with all supervisors

Milestone: Achieve results by the end of the 2027 paving season.

- ✓ Clear outcome
- ✓ Defined measures
- ✓ Specific timeline



From Vague to Valuable: Using AIM to Strengthen Goals

Before (Poorly Written Goal)

✗ Goal: Improve communication with my team and be a better manager.

Why this goal needs improvement:

- Unclear outcome
- No way to measure / determine success
- No timeline

After (AIM GOAL)

✓ Achievement

- Build a more engaged and informed team through consistent communication and coaching.

✓ Indicators

- Conduct monthly one-on-one meetings with all team members
- Hold weekly team huddles
- Achieve a 10% improvement in team engagement survey results
- Complete development conversations with 100% of direct reports

✓ Milestone

- Complete by December 31, 2027

USE AI TO JUMPSTART YOUR GOALS

Start with your expertise. Use AI to help turn it into a clear, measurable AIM goal.

TRY THIS PROMPT

"I manage a construction operations team. Help me write an AIM goal focused on improving daily production while maintaining safety and quality. Include realistic indicators and a milestone."

You can also ask AI to:

- Rewrite a rough goal using AIM
- Suggest measures you can influence
- Identify what is vague or missing



AI-GENERATED STARTING POINT



ACHIEVEMENT

Improve daily production while maintaining safety and quality.



INDICATORS

Increase average daily production by 8%; conduct daily pre-shift huddles; maintain quality targets.



MILESTONE

Achieve results by the end of the construction season.

AI DRAFTS. YOU APPLY JUDGMENT AND OWN THE FINAL GOAL.



DEVELOPMENT GOALS



Understanding True Development

Purposeful Learning:

Development comes from diverse experiences, coursework, readings, projects, and on-the-job challenges.

Personal vs. Career:

Career development happens when individual learning desires intersect with company needs.

Shared Ownership:

Employees own their growth journey. Managers provide guidance and opportunity creation.



RESPONSIBILITIES

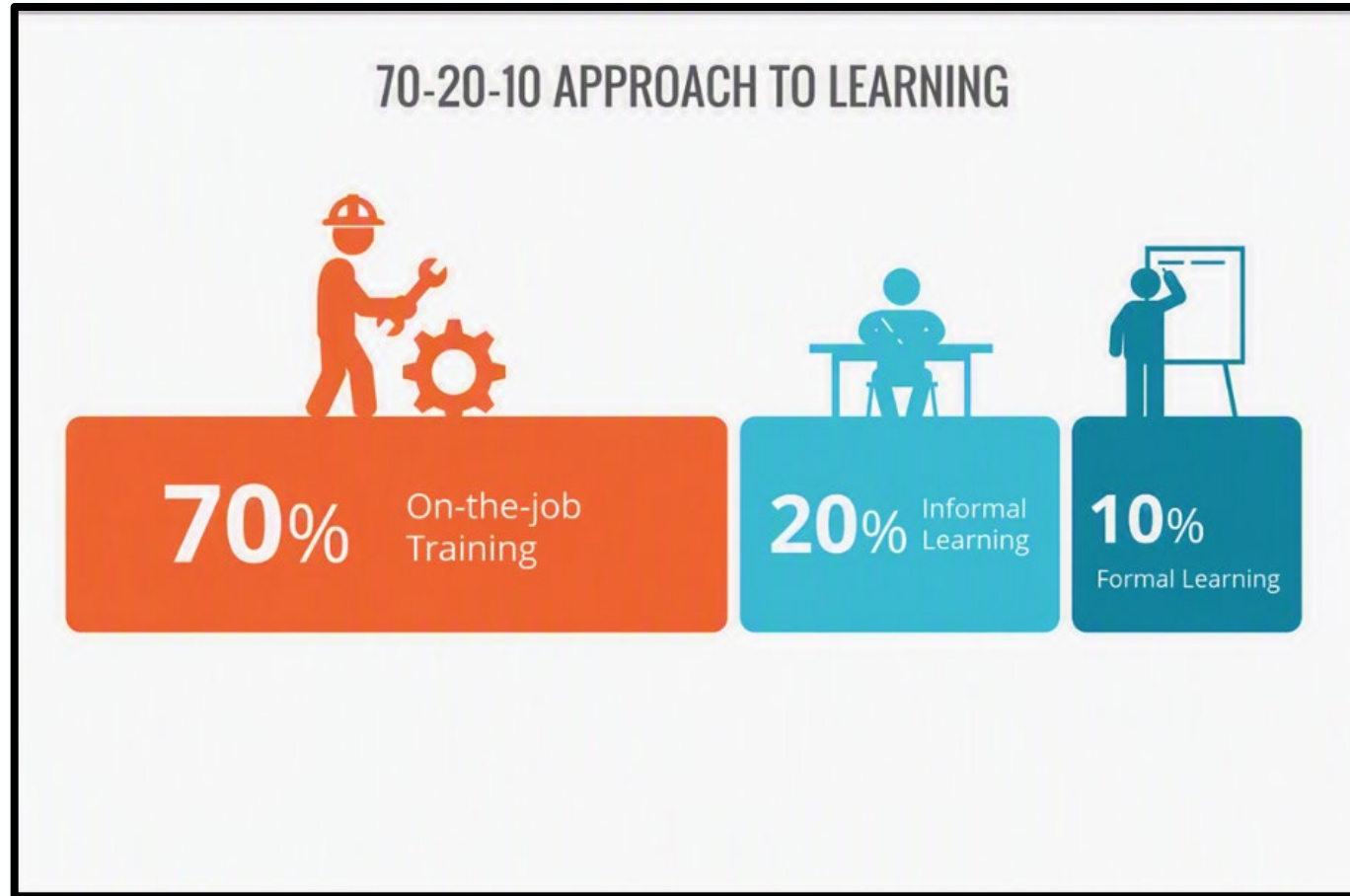
TAKE OWNERSHIP FOR YOUR DEVELOPMENT

- > The company does not own your development, you do.
- > The company is not responsible to create your development plan, we work together.
- > You must have a sense of urgency and be your own champion.
- > Use your coach or manager to help remove obstacles or course correct. If you are a manager, have the conversation with your people.

Identify development opportunities in your 'day job'

- > Look for transferable skill opportunities.
- > Push for stretch goals every year.

DEVELOPMENT PLANNING





COLASWAY



YOUR TURN!

PERFORMANCE GOALS

Colas Way

Goals ▾

- Home
- Admin Center
- Calibration
- Company Info
- Employee Files
- Goals**
- Learning
- My Forms
- My Mobility

People Selector

Search

☐ Include inactive users

Manager

Chellee M McDougal
Learning & Development

Kevin MacVittie
Director of Talent

Direct Reports

Search for actions or people

Performance Goals | Development Goals

2026 - Goal Plan

Jan 1, 2026 - Dec 31, 2026 State: Ongoing Annual Goals

4	0	4	0	0	0
Goals	Not Started	On Track	Behind	Completed	No Longer Applicable

100%
Weight (Total)

Create Goal **Cascade Goal** Manage Team Goals Print to PDF

Introduction

- Development of Direct Report – Systems Operations
Due Date: Dec 31, 2026
On Track ✓ 25%
- Design and Launch Readiness of Activate Program
Due Date: Dec 31, 2026
On Track ✓ 25%
- The Big Lift - Equipment Operator Training Programming
Due Date: Dec 31, 2026
On Track ✓ 25%
- Design and Launch Readiness Business Case Program
Due Date: Dec 31, 2026
On Track ✓ 25%

YOUR TURN!

DEVELOPMENT GOALS

Colas Way

Goals ▾

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Ty Wesley Hamilt

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Learning

My Forms

My Mobility

Onboarding 1.0

Performance Goals

Development Goals

Individual Development Plan 2026_USA

Jan 1, 2026 - Dec 31, 2026

1 Goal

0 To Plan

1 Ongoing

0 Completed

Create Goal

Print to PDF

Introduction

Facilitation & Training Development

Due Date: Dec 31, 2026

Ongoing ▾

1

Before We Go...

- **How confident do you feel now about writing:**
 - A performance goal?
 - A development goal?

What is one thing you will do differently during this year's goal-setting process?

An aerial photograph of a runway stretching towards the horizon. The runway has white dashed center lines and solid edge lines. Large white numbers '1' and '6' are painted on the runway surface. In the foreground, there are several thick white diagonal stripes. The surrounding landscape is flat and green, with some buildings visible in the distance under a hazy sky.

THANK YOU!!