

Who Sets Goals: People or Organizations?

The typical manager, supervisor or team leader who is probably no more or less principled than the rest of us is mindful of many important goals. Raising revenues, cutting costs, reducing turnover and developing new products or services are among his or her internal objectives.

Where Do Goals Come From?

But where did these goals come from? Or to rephrase the question, which of the following questions give a better explanation:

Do people set goals or do organizations do it?

If you picked people we have no choice but to congratulate you. Yes people sets goals.

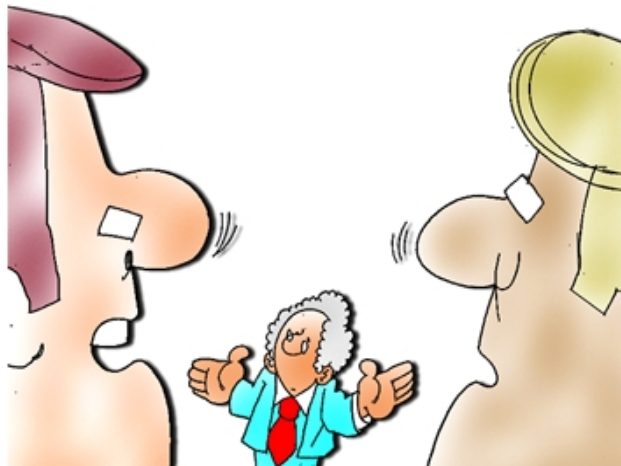
Organizations Suggest Goals

The organization itself can suggest desirable or essential objectives. If the business wants to attract investors it must show a profitable picture. If sales fails drastically

People Set Goals

However, it is people who must decide on such problem. It is people who must make the final decisions as to what, when and how questions for example. So goal setting is a key leadership function of managers and supervisors.

As a manager or team leader do you encourage your people to set goals to respond to the company requirements?



the company has to change products, the pricing, the sales technique, the advertising or something.