



## RAISE OUR AMBITION

**“ I set ambitious goals  
for myself and  
proactively step out  
of my comfort zone. ”**

# WHY IT MATTERS

**I SET AMBITIOUS GOALS FOR MYSELF AND PROACTIVELY STEP OUT OF MY COMFORT ZONE**

## Key Benefits

- ☒ We aim to achieve the most ambitious goals possible
- ☒ We define more precise and effective action plans
- ☒ We make real commitments to each other
- ☒ We're energized by the level of challenge
- ☒ We celebrate key achievements as a team

# WHAT IT MEANS

**I SET AMBITIOUS GOALS FOR MYSELF AND PROACTIVELY STEP OUT OF MY COMFORT ZONE**

## **As a Manager**

I commit to the highest goal we can deliver, clarify what it will take to succeed, and stress-test our action plans.

## **As a Team Member**

I embrace and commit to challenging goals. I'm clear and precise on what to do, with whom and by when to achieve them.

# DO'S



Start from an ambitious goal to discuss the plan.



Challenge your beliefs about what's possible.



Be creative about different ways to meet the goal.



If there's no uncertainty in your plan, stretch your goal again.



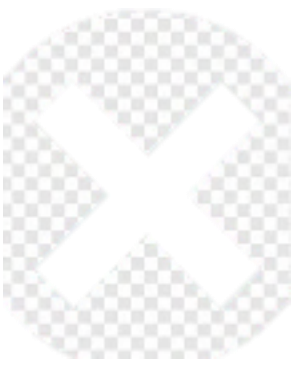
Clarify the exact terms of your commitment.



# DON'TS



Set your goals based on business-as-usual assumptions.



Start from assigned targets. Stretch them!



Agree to stretch targets without a credible plan.



Push your team to commit without their buy-in.



Commit without meaning it.