

# GOAL CLARITY

## Action Planning Guide

**IOWA**

Human Resources

Goal clarity is the degree to which employees understand their work goals and responsibilities, and how their roles align with the institution's broader mission.

OVERALL UNIVERSITY OF IOWA RESULTS	2022	2024	CHANGE
Q1: I know my work expectations	95%	96%	+1
Q9: My unit goals are clear	87%	88%	+1
Q10: My unit focuses on excellent service	93%	94%	+1
Q19: Understand how job fits mission of UI	n/a	94%	New

## HOW THIS IMPACTS THE WORKPLACE

- **Increased productivity and efficiency:** Employees have a clear understanding of their objectives.
- **Enhanced employee engagement and satisfaction:** Improved alignment with organizational goals.
- **Improved service quality:** Employees are more focused on delivering excellent service to faculty, staff, and students.

# PROBING QUESTIONS

The following questions are intended to be a **starting point for data analysis and discussion** around survey results.

## UNDERSTANDING WORK EXPECTATIONS

- How do employees currently receive information about their work expectations?
- Are there any recurring themes or common misunderstandings in how employees interpret their work expectations?
- What methods have been most effective in clarifying work expectations for employees?

## UNIT GOAL CLARITY

- How well do employees understand the goals of their unit or department?
- What specific steps can be taken to improve communication about unit goals?
- How frequently are unit goals reviewed and communicated to ensure they remain clear and relevant?

## FOCUS ON EXCELLENT SERVICE

- How do employees perceive the importance of excellent service within their roles?
- What examples can you provide where a clear focus on excellent service has positively impacted performance?
- What barriers exist that might prevent employees from focusing on excellent service, and how can these be addressed?

## ROLE CLARITY AND INSTITUTIONAL MISSION

- How well do employees understand how their roles contribute to the overall mission of the institution?
- What strategies can be implemented to help employees see the connection between their daily tasks and the institutional mission?
- Are there any gaps in understanding that need to be addressed to improve role clarity?

## FEEDBACK AND CONTINUOUS IMPROVEMENT

- How often do employees receive feedback related to goal clarity?
- What types of feedback have been most effective in helping employees understand their goals and roles better?
- How can the process of giving and receiving feedback be improved to enhance goal and role clarity?

# FIRST STEPS

The following tools and resources are designed to help you **create actionable steps** as you build your action plan.



## **USE THE WORKFORCE AND WORKLOAD TOOLKIT**

Clarify roles and distribute workload effectively within your team.



## **INCREASE THE VISIBILITY OF YOUR STRATEGIC PLAN**

Discuss your department's strategic plan frequently and link it to the projects and assignments your team is working on.



## **APPLY THE SITUATION, BEHAVIOR, IMPACT (SBI) MODEL**

Provide effective feedback that helps employees understand their strengths and areas for development.

# RESOURCES

[Goal Setting for Performance Management](#)

[Goal Setting Worksheet](#)

[Submit a request for consultation with Organizational Effectiveness](#)

[Performance Management: Setting Goals and Managing Performance](#)  
(LinkedIn Learning)

[How to Set Goals When Everything Feels Like a Priority](#)  
(LinkedIn Learning)