

UNCOVER YOUR SUPER OBJECTIVE

If you want to live a life of impact, feel engaged, and get your best results, then complete this exercise. There are no wrong answers; just be honest with yourself. You deserve to know what drives you, and the people in your life are worthy of the impact that only you can have.

To begin the process of uncovering your Super Objective, it's critical to first, as poet Anne Sexton says, "Put your ear down close to your soul and listen hard." To identify what drives you at your core, you must first know why you care.

Part I—Why Do You Care?

- Why do you personally care about what your organization is up to (vision, mission, or values)? About the work that you do? About the products or services you offer? About the people you serve? If you have direct reports or lead a team, why do you care about them as their leader?

- What matters most to you?

Part II—What is the Impact You Want to Have?

- If you lead others, what is the impact you want to have on your team or direct reports?

- What is the impact you want to have on your colleagues?

- What is the impact you want to have on your customers or people you serve or the public?

- What is the impact you want to have on your division, organization, culture, or industry?

*Put a star * next to the group that you find most exciting—where you personally want to have the biggest impact.*

Part III—Craft Your Super Objective

A Super Objective

- Inspires action
- Acts as a filter
- Helps maintain focus

A Super Objective Should Be . . .

- Focused outside yourself—on who or what you want to impact (your direct reports, your division, your culture, the organization, your community, etc.)
- Active—active language inspires action (use active verbs)
- Clear—paint the picture

Crafting Your Super Objective

Think about the impact that you personally want to have as a leader outside yourself. Who or what do you care about most? Where do you get your energy? On the individuals who report to you? On your team? The public? The organization? Your community? What do you do to have this impact? Consider what actions most closely hit on what you're personally up to as a leader and who or what you want to impact.

Examples:

- I want to sow the seeds of confidence for students.
- I want to build a culture of commitment.
- I want to create customer evangelists.

Tips:

- Limit yourself to no more than two actions or groups you want to impact. You should be able to take mindful consistent action around your Super Objective in every situation you face.
- Use language that means something to you personally and ignites energy within you. Stay away from jargon. A Super Objective is designed to ignite energy within you, not market you to someone else.
- You should know when you're doing it and when you're not.
- Keep it simple. Brief, concise language is more actionable.

CRAFT YOUR SUPER OBJECTIVE: