

Destinations & Directions

Destinations are very different from *directions*. Directions and strategies *show how* you intend to get to a destination, or accomplish something, e.g. accelerate sales, create strategic partnerships, develop a product from scratch, etc.:

- **Direction and strategy** is your defined path for turning next steps into intentional progress.
- **Destination** is pinpointing exactly where progress should take you and by when – to gain your most desired results.

The earlier an organization sets well-crafted destination targets the better to save costs and time. Destination targets enable early course corrections, accelerate testing of evolving assumptions and prompts frequent discoveries of valuable opportunities. All destination targets have three core features:

1. precisely defined to positively challenge and stretch current potentials
2. enriched by objectively measurable, individual behaviors and circumstances
3. tied to a calendar date enabling accurate yes or no verification, i.e. did we hit it?

In business, targets get overused and placed everywhere – sometimes blocking the way to ultimate success. Even those with highly valued destinations in mind can fail in translating vision clarity into an operational destination, igniting innovations and ever better results along the way.

Do you have a desired destination written down as a future, tangible outcome?

The challenge to be met is setting the right targets in the right places to mobilize enough talent from all others: teams, organizations, partners, customers and even those to come not yet considered!

An easy mistake to make is turning targets into a culture of compliance chasing daily efficiencies, e.g. *lower costs, grow top-line revenues*. Efficiency compliance *before* clarity on desired outcomes ruins innovation potentials, hides emerging opportunities for superior results and blurs the lines of valued successes.

I'll guide you on setting destination targets and making them operational to improve organizational flexibility, spark spectacular innovations across teams and achieve better future results. The present moment is always the best time to set out for highly valued destinations – let's connect and be on target!

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