When we are excelling at the Common Goal principle what does it look like?

We develop a deep understanding of the account environment; the account team identifies and validates opportunities which have value for both the account and the organisation. In turn, this enables the account team to create common goals which clearly articulate how the opportunity will support success for the account, their patients, and the organisation.

Gaining clarity on the value and benefit

How can leaders support this?

Support the organisation to hold the paradox between short and long term account objectives by managing the internal tension between short and longer term expected results.

How can managers support this?

Support the account team to critically evaluate how the common goal will deliver short term value ("low hanging fruit") whilst also preparing the platform for the future.

TOP TIP

The more information you have that helps prove progress and success with a common goal the better. Don't shy away from using soft metrics, such as confidence, commitments that show intent and knowledge gain, as these can all help in demonstrating impact and value-add. Aim for a combination of hard, numerical metrics and soft metrics.

Hard metrics should be stated as:

− A % increase in…
− A % decrease in…
− A numerical increase in… or
− A numerical reduction in…

Co-create these measures with the customer, so that there is shared ownership of them. Maybe have a workshop with them to identify appropriate measures and then to shortlist and select measures that are:

a) strong indicators of success, that are not dependent on other factors and,
b) that are easy to obtain without additional budget or resource – ideally metrics that are already being captured, but if they are not, the customer or yourselves need to commit to capturing them moving forward.

And finally make sure that you capture a baseline **BEFORE** you put in place your solution, so that you can track progress against it.