

Become a Master Mixer in aligning your personal goals as a Marketer

Personal Goals

- What is a Personal goal?
 - Personal goals are goals set by an individual to influence the direction of his/her efforts. They aim to provide long-term direction and short-term motivation.
- How to set your own personal SMART Goals
 - SPECIFIC** - Make each goal specific, so you know exactly what it is.
 - MEASURABLE** - Make each goal measurable so you know how you are progressing.
 - ATTAINABLE** - Don't set impossible goals, make sure each goal and sub-goal is attainable.
 - RELEVANT** - Make your goals relevant to what you want to achieve
 - TIMED** - Set time-limits or deadlines for each goal and sub-goal.

Organisational Goals

- What is an Organisational Goal?
 - These are strategic objectives that a company's management establishes to outline expected outcomes and guide employees' efforts.
 - To be effective with these, you must clearly communicate strategic business objectives across your entire company
- How will setting Organisational Goals benefit you and your organisation?
 - Increase Operating Margins - Employees who clearly understand their individual goals and how they relate to those of your company-naturally become more engaged with their work.
 - Quicker Execution of Company Strategy - Tighter goal alignment and goal visibility allows for quicker execution of company strategy by enabling your management team to more effectively allocate labour resources across various projects.
 - Reduce Employee Turnover - Goal alignment lets you establish a true pay-for-performance culture at your company by providing the foundation for closely linking reward systems with both individual and team performance.

Organisational Silos

- What are they?
 - A silo mentality can occur when a team or department shares common tasks but derives their power and status from their group.
 - They are less likely to share resources or ideas with other groups or welcome suggestions as to how they might improve.
 - Silos form when employees develop more loyalty to a group than to the employer. As silos solidify, members become more insular and distrustful of other employees or departments
- How do they form?
 - Once trust disappears, it becomes increasingly difficult for groups to work together. Trust makes teamwork possible, and teamwork fuels the ability to keep pace with competitors.
- What are the effects?
 - Organisational silos usually are resistant to change, operating to prevent easy access to the information they hold and throwing up barriers to change and cooperation.
 - Silos make it difficult for communication and collaboration to occur across units. Each group works to protect its own interests.
 - An example of this is one unit might not tell another unit that customers are complaining about packaging, preventing the company from responding effectively to customer concerns.
- How do you combat this?
 - The challenge with organisational silos is getting people to stop "protecting what is" and begin to embrace "what could be,"
 - Studies show that focusing on innovation is necessary for survival, convincing employees to work together for a common goal and creating an innovation agenda around which all employees can coalesce.

Your Digital Marketing Knowledge

- Allocate time each week
- Be consistent
- Follow Twitter streams from influencers
- Identify opportunities for your organisation
- Learn to think and respond faster
- Become proactive


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1. Organisational Silos

1.1. What are they?

1.1.1. A silo mentality can occur when a team or department shares common tasks but derives their power and status from their group.

1.1.2. They are less likely to share resources or ideas with other groups or welcome suggestions as to how they might improve.

1.2. How do they form?

1.2.1. Silos form when employees develop more loyalty to a group than to the employer. As silos solidify, members become more insular and distrustful of other employees or departments

1.2.2. Once trust disappears, it becomes increasingly difficult for groups to work together. Trust makes teamwork possible, and teamwork fuels the ability to keep pace with competitors.

1.3. What are the effects?

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1.3.3. An example of this is one unit might not tell another unit that customers are complaining about packaging, preventing the company from responding effectively to customer concerns.

1.4. How do you combat this?

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3. Your Digital Marketing Knowledge

3.1. Allocate time each week

3.2. Be consistent

3.3. Follow Twitter streams from influencers

3.4. Identify opportunities for your organisation

3.5. Learn to think and respond faster

3.6. Become proactive

4. Organisational Goals

4.1. What is an Organisational Goal?

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4.2. How will setting Organisational Goals benefit you and your organisation?

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4.2.2. Quicker Execution of Company Strategy - Tighter goal alignment and goal visibility allows for quicker execution of company strategy by enabling your management team to more effectively allocate labour resources across various projects.

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