

Setting Clear Expectations

Life is all about managing expectations. That's why it is critical for team members to understand your expectations related to their role, the goals, and the metrics used to measure success. This should be the outcome of a conversation at the end of which each team member commits to a set of deliverables within an agreed-upon timeframe.

Why It Matters

Setting clear expectations improves performance, engagement, and accountability. 50% of employees are not sure what is expected of them and are left guessing, resulting in low engagement and wasted resources.

It is important to set clear shared expectations, goals, and a vision of what success looks like. This relationship goes both ways, and team members should understand that you hold them accountable for what you have mutually agreed to deliver. This is an ongoing conversation, where new goals must be set after each milestone is reached.

PRACTICE

Set clear expectations and goals

- Be clear about the “what and why”, and coach team members in identifying the “how”. Require specifics, and aim for a mutual agreement.
- Describe what a “10” would look like with the assignment. Keep the bar high, yet visible!

Agree on timeframes and schedule regular status updates

- Use status updates to check progress, provide feedback & support, and stay on track.

Be accessible to support and coach team members as needed

- Create a psychologically-safe environment where team members can make mistakes and learn from them.

RESOURCES

[How to Communicate Employee Expectations Effectively](#) Inc

[Management 101: Set Clear Expectations](#) Online Marketing Hub