

Target Setting and Review

Key factors for revenue and profitability

Setting targets and conducting reviews are pivotal for driving revenue growth and enhancing profitability. Without measurable goals, improvements cannot be achieved.

Target has three Key Elements



All three elements are indispensable for completing a task.

Targets are universally understood by all individuals. Providing targets allows for performance to be demanded & evaluated, as outcomes cannot be assessed without clear objectives in place.

Objectives of target setting:

- Improve the revenue by 20%
- Increase the profitability by 10%
- Align factors, functions, processes, and people with specified targets
- Develop commitment, improvement and leadership within the team
- Set the journey of growth in the short-term and long-term objectives



Business targets

Business targets are established at three levels within any organization:

1. Business Plan:

- Covers a three to five-year period, encompassing sales, manufacturing, commercial functions, stocks and inventories, expenses, revenue, and profitability.

2. Departmental / Functional Targets:

- Encompasses 14 functions within manufacturing organizations.
- Objectives and targets are set within a specified time frame for each function.

3. Individual Targets / KRAs (Key Result Areas):

- Individual targets are determined, reviewed, and monitored.
- Rewards and recognition are based on the achievement of these targets and goals.

At the onset of each fiscal year, the previous year's targets are evaluated, and new targets are established for the upcoming year. Short-term and long-term targets and goals are determined based on the organization's growth plan, employing a participative approach. Stretched targets are discussed and decided upon to drive performance improvement.

Target Review

Along with target setting, target review holds significant importance. Targets are not inherently right or wrong; they are assessed based on quantitative and qualitative criteria.

Frequency of Reviews:

Daily Activity Review (DAR) Weekly Activity Review (WAR) Monthly Activity Review (MAR)

Digitization plays a pivotal role in target setting and review processes. Tools such as ERP, CRM, & Power BI are indispensable for achieving targets & goals efficiently, facilitating higher output with fewer interventions.



Total People Productivity Pvt. Ltd.

Driving Organizational Excellence Through Target Setting and Review

Total People Productivity Pvt. Ltd., headquartered in Delhi, embarked on its journey in target setting and review over three decades ago in 1993. Collaborating with the Samtel Group and guided by Prof. Uday Pareek, a renowned PMS Guru, TPP's Founder & CEO, Sanjay Kumar, played a pivotal role in implementing transformative principles within the organization, laying the groundwork for future success.



Foundation of Growth:

- The foundational year of 1993 marked the initiation of target setting and review, a cornerstone for continual organizational change and growth.
- Today, this approach remains instrumental in driving review and profitability within large organizations, with over 50 successful implementations.



SK Total People Productivity Model:

- Built upon the ethos of organizational responsibility and team accountability, the SK Total People Productivity Model ©2019 emphasizes the importance of setting targets and goals.
- A systematic approach establishes and reviews targets, forming the foundation for organizational alignment and people programming.



Fostering Responsible Organizations:

- TPP World's commitment to fostering responsible organizations and accountable teams is evident through its comprehensive framework.
- The evolution of organizational changes is intricately linked to this process, driving excellence and performance.



Product to Profitability Program:

- TPP World effectively implements this framework through its Product to Profitability program, centred on the 3Ts - Target, Team, and Trust.
- By prioritizing target setting and review, TPP World enables organizations to achieve sustainable growth and success.



**Join TPP World on its journey of
organizational excellence
through target setting & review.**



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