

Mitel's Goal Setting and Tracking

Mitel Corporation has a secret weapon to keep project deadlines on time. It's an enormous digital clock—seven feet long and one foot tall—placed in the cafeteria that measures everything from tenths of a second to days in a year. Beside the clock is a whiteboard that lists interim deadlines for all major projects at the telecommunications development company. Whenever a team misses a deadline, Mitel executives put a red slash through the date for everyone to see. Employees at the telephone equipment designer initially complained, but the results have silenced the critics. Mitel's average length of product development time has dropped from 70 to 50 weeks.

Companies can learn from this example, Mitel and other organizations have discovered that goal setting is one of the most effective theories of motivation in organizations.

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YouSigma. (2008). "Mitel's Goal Setting and Tracking." From <http://www.yousigma.com>.

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