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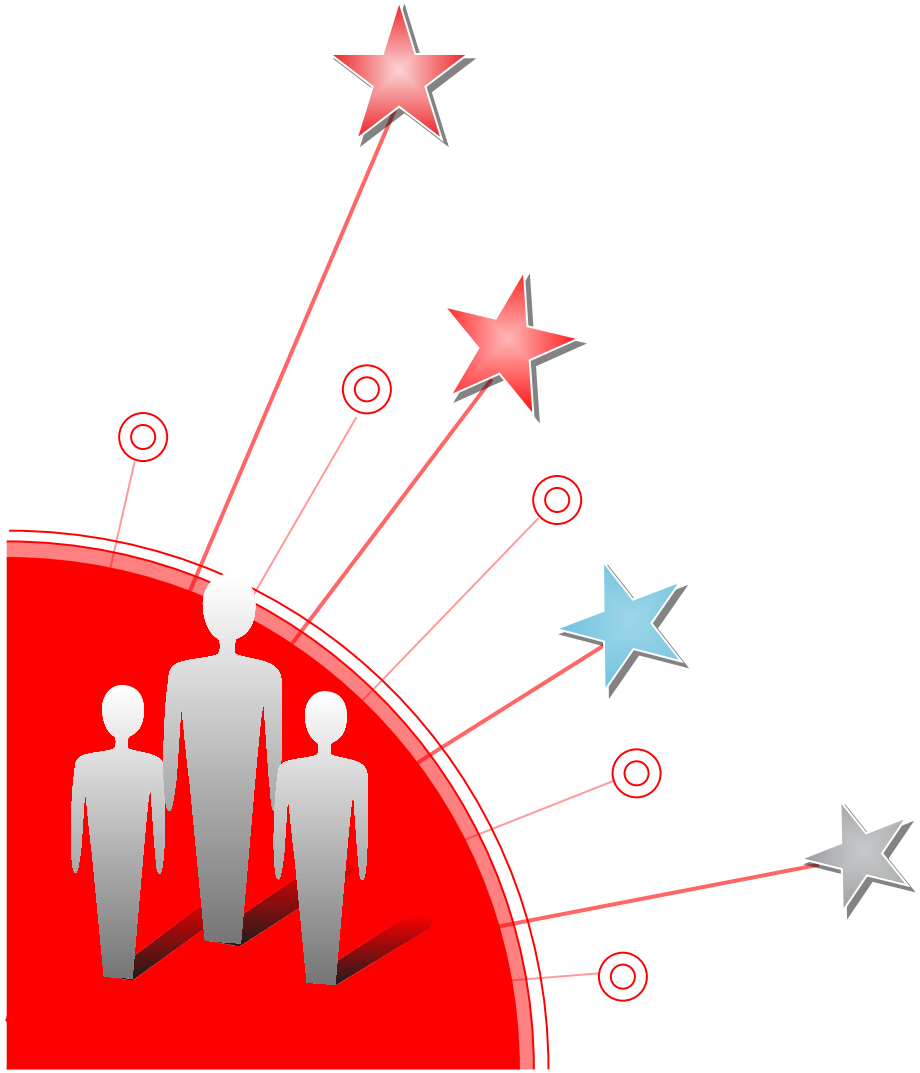

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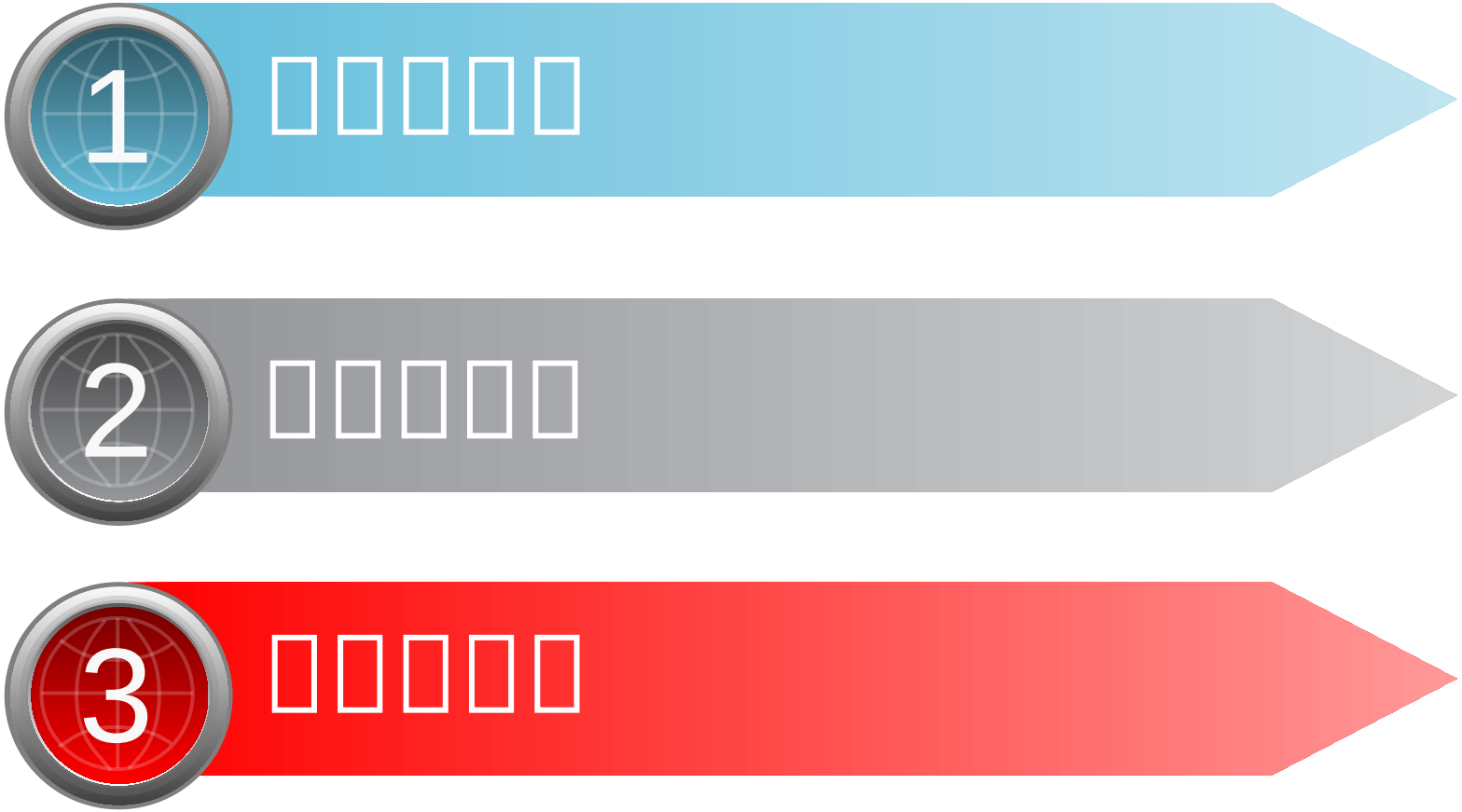

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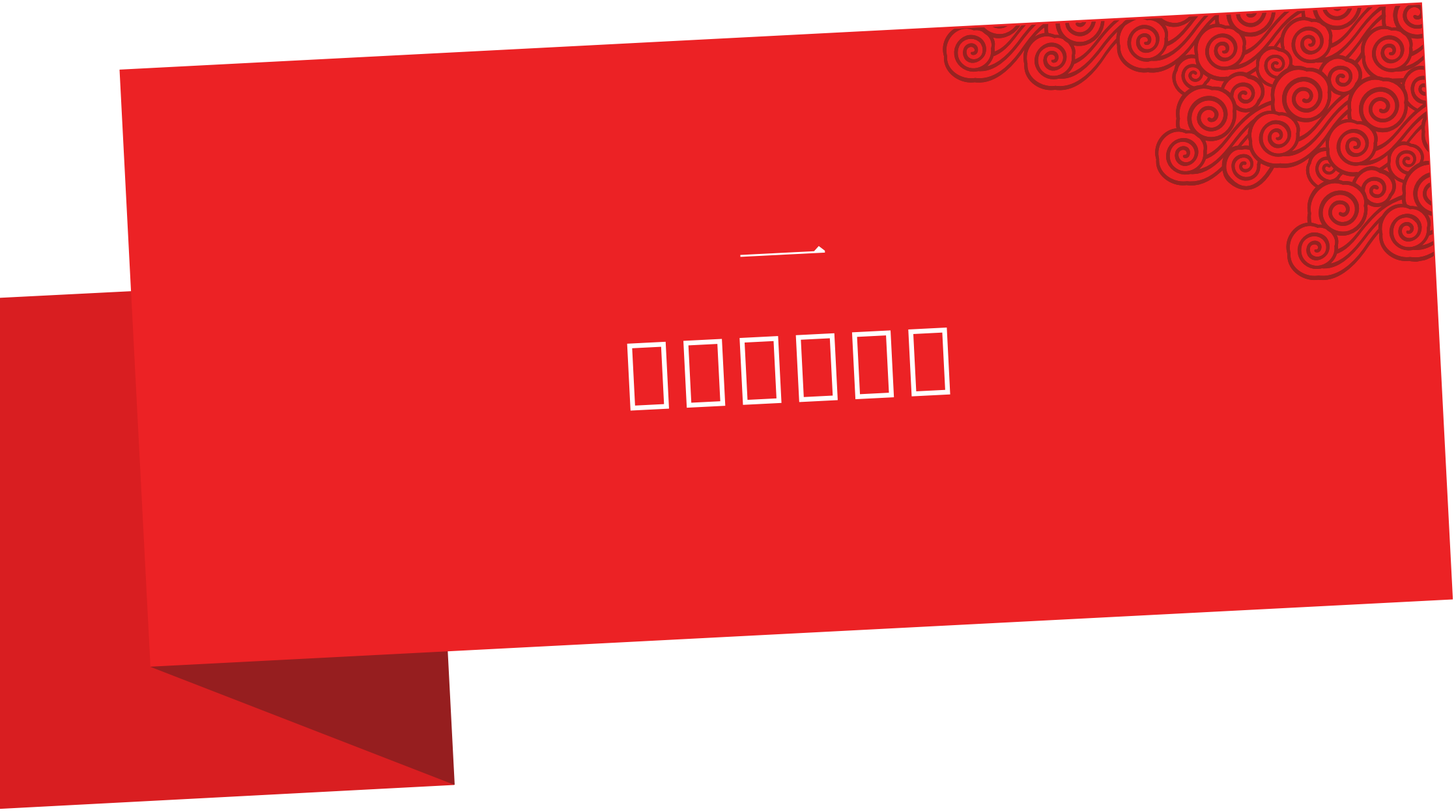

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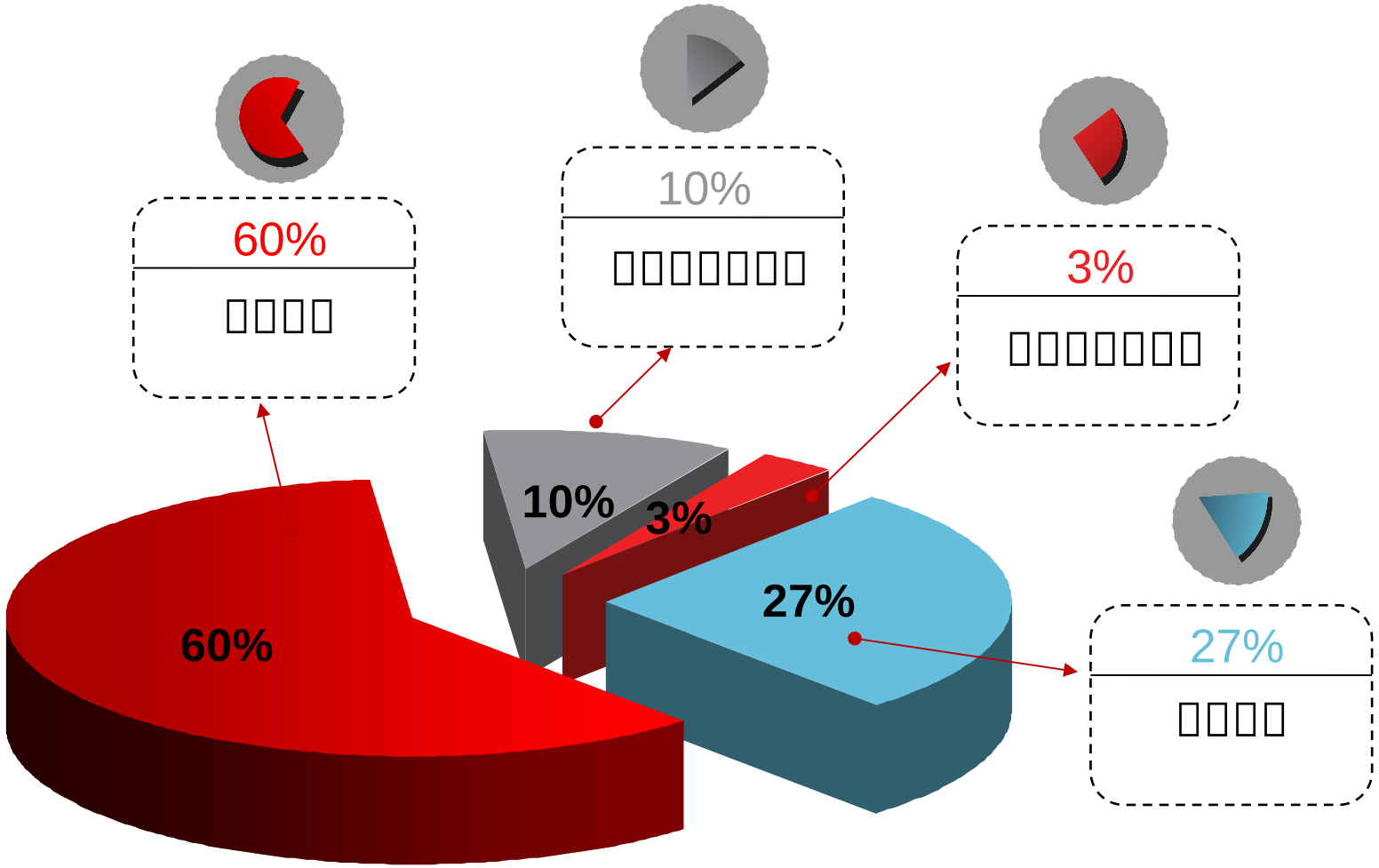

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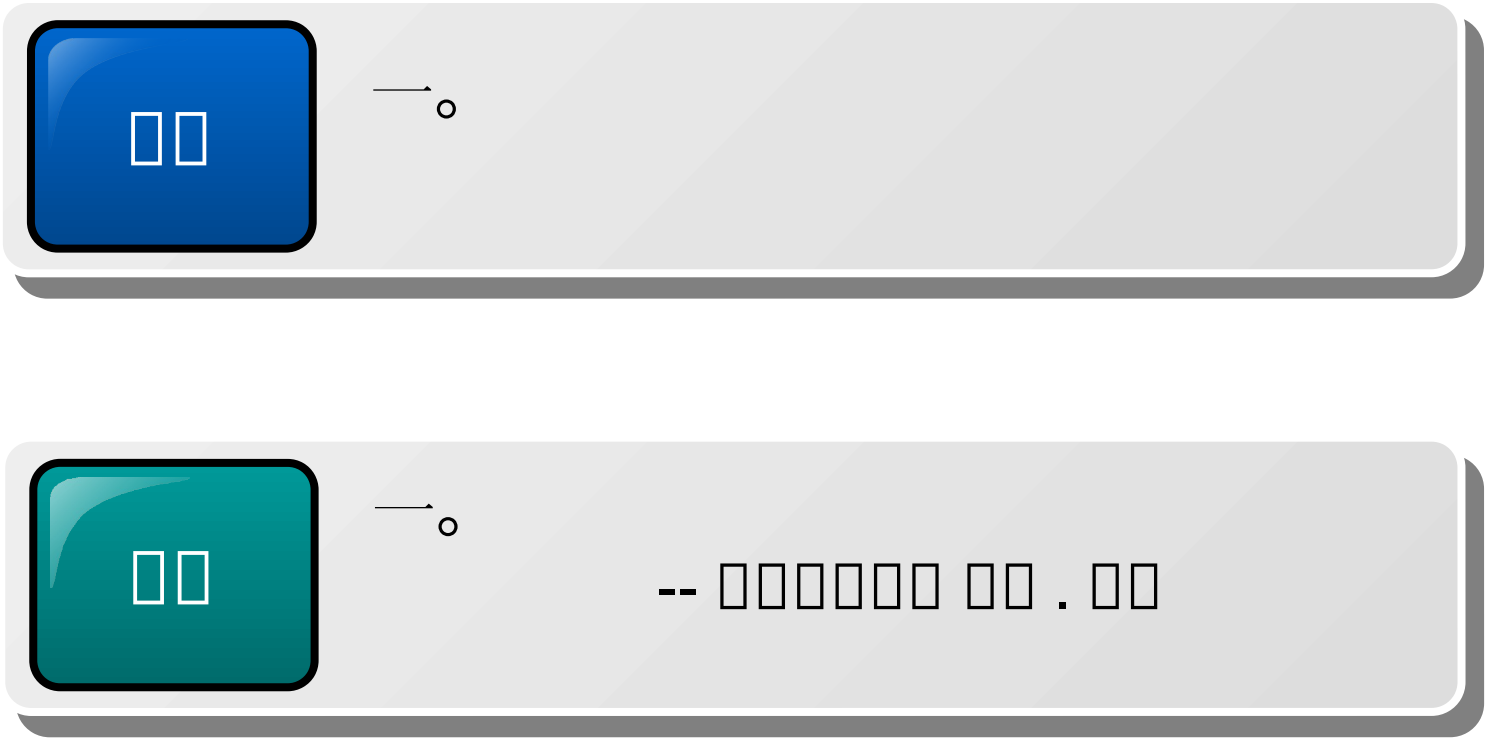

目标的定义与意义

定义

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意义

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-- 美国潜能大师 伯恩 . 崔西

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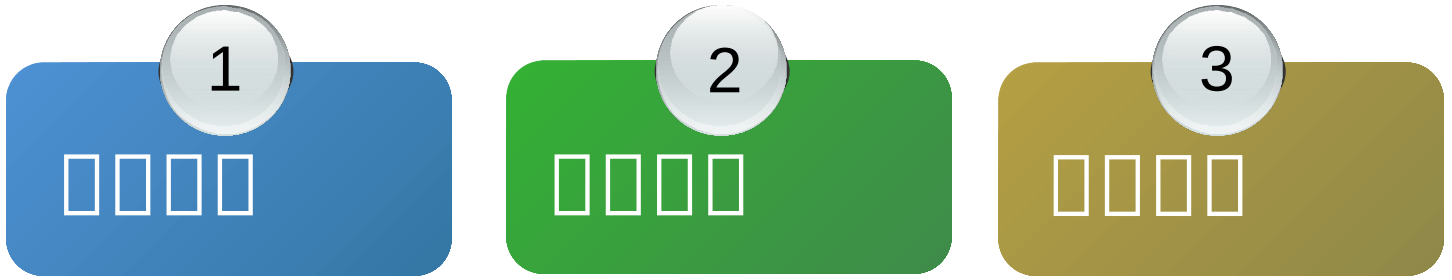

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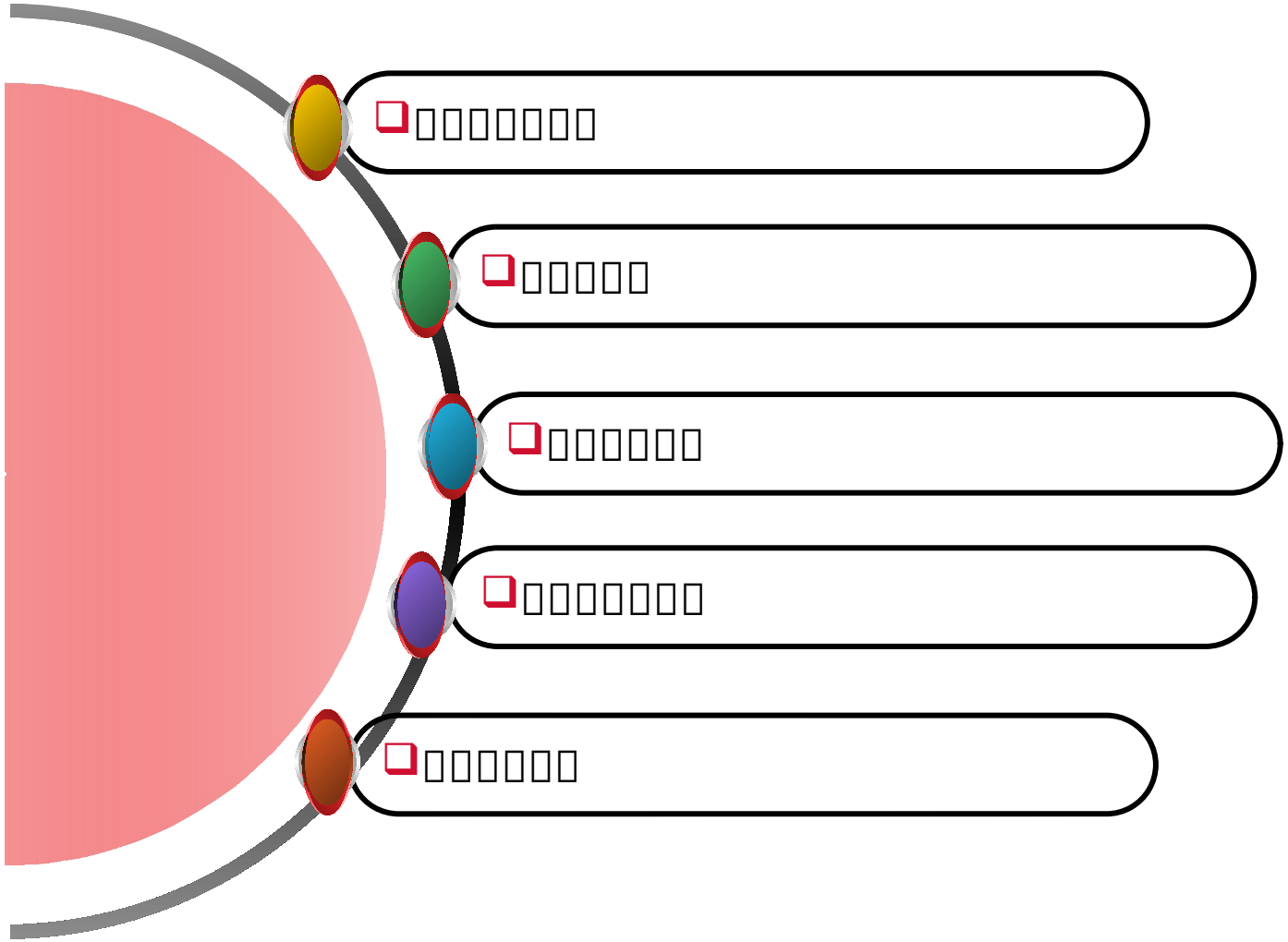

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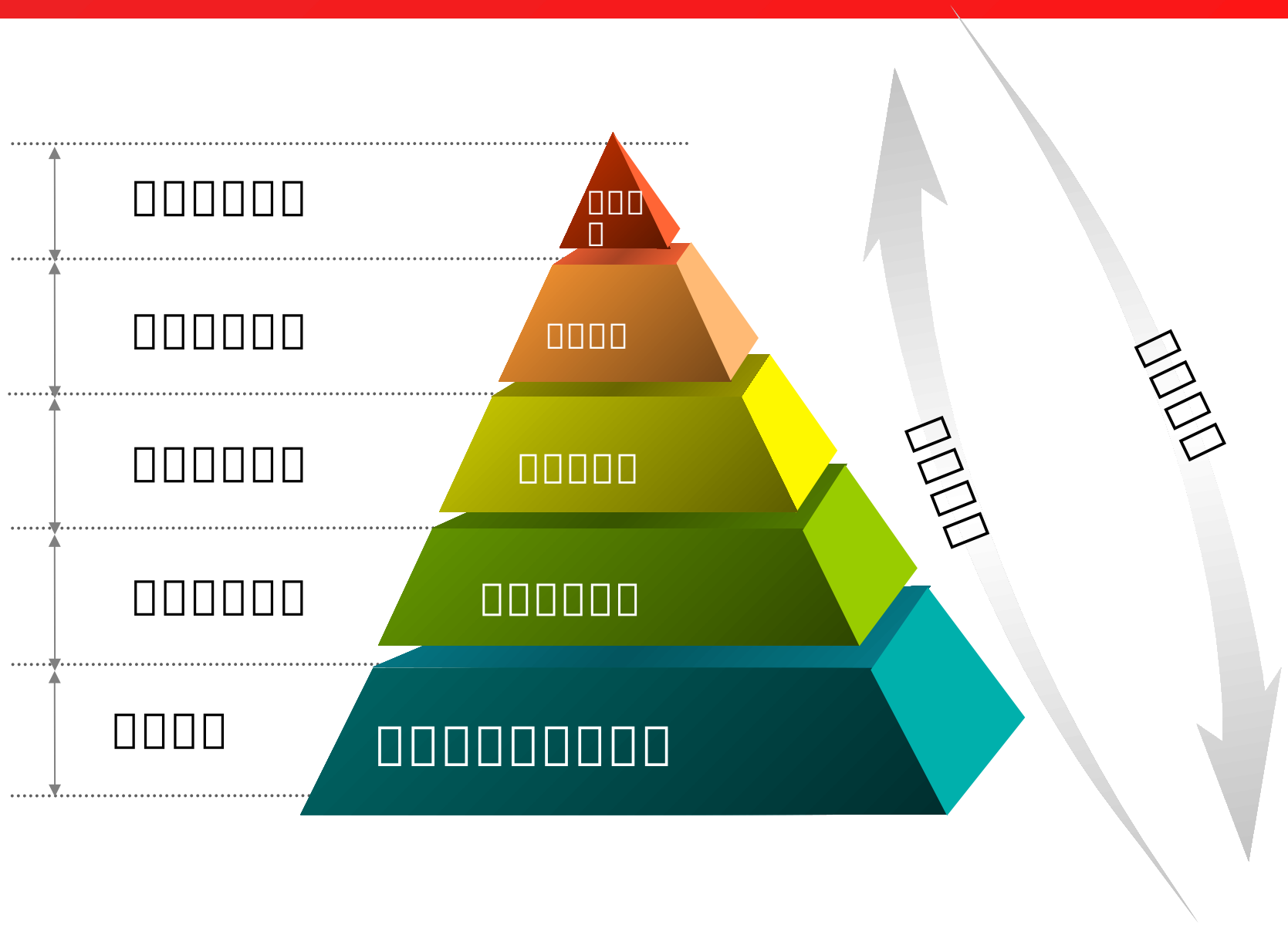

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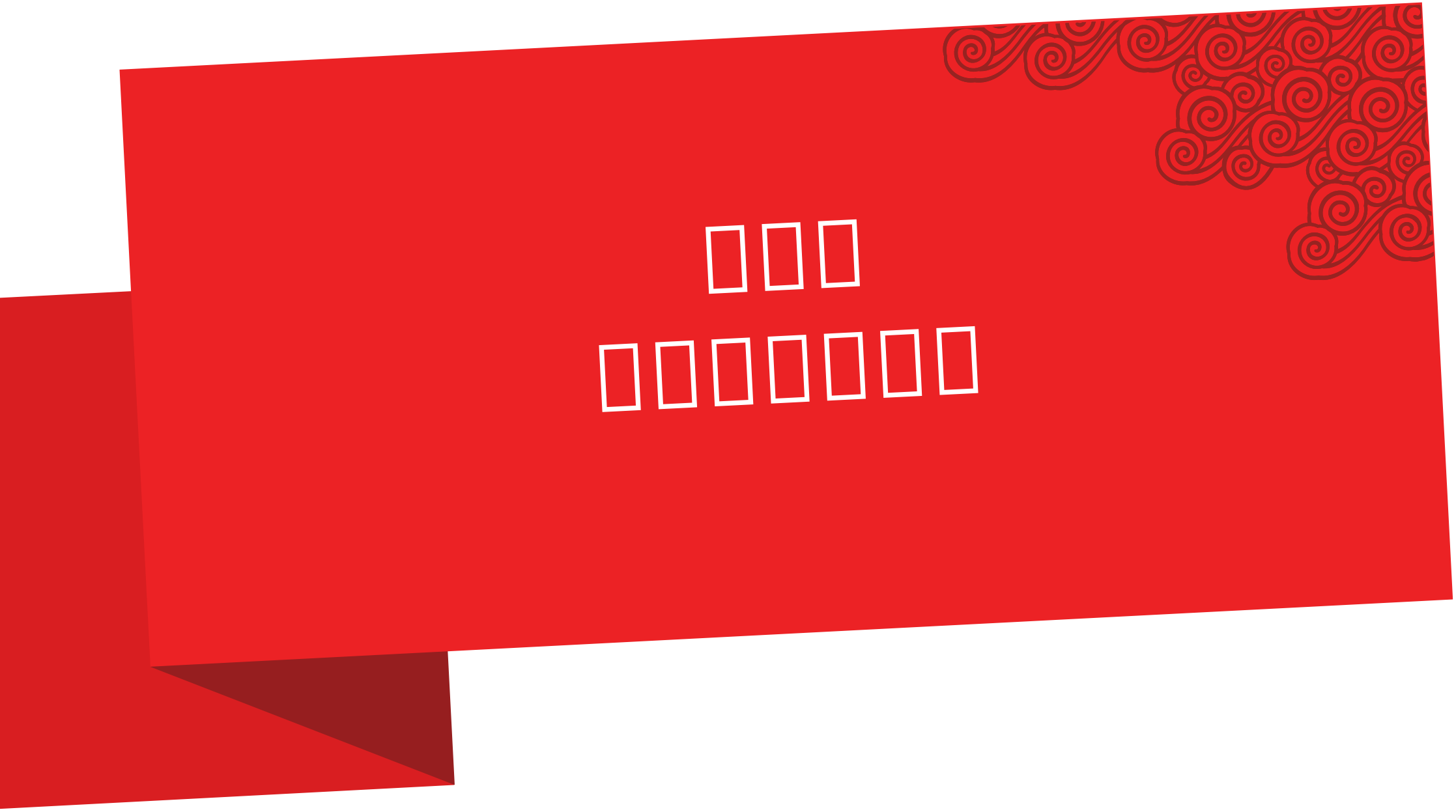

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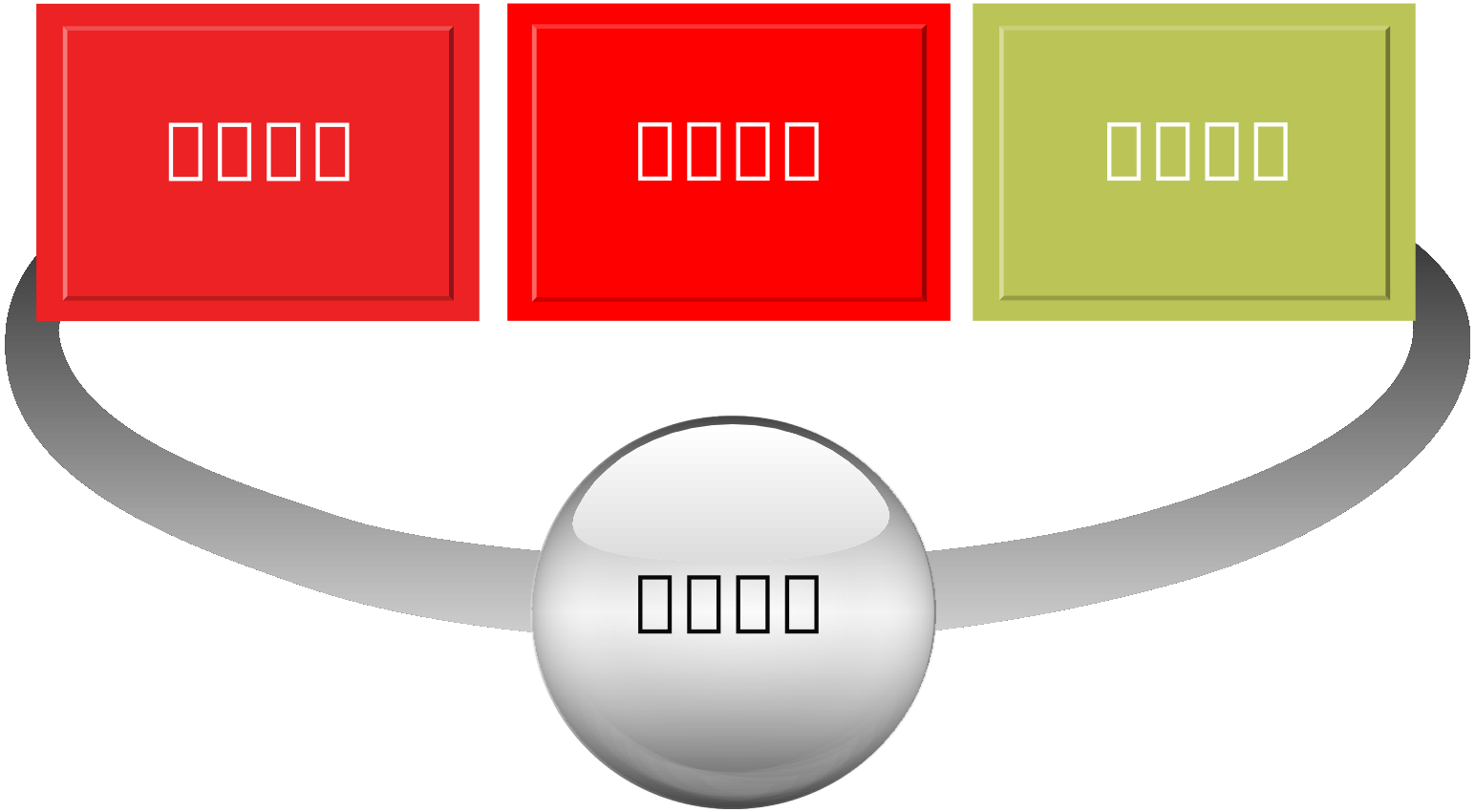

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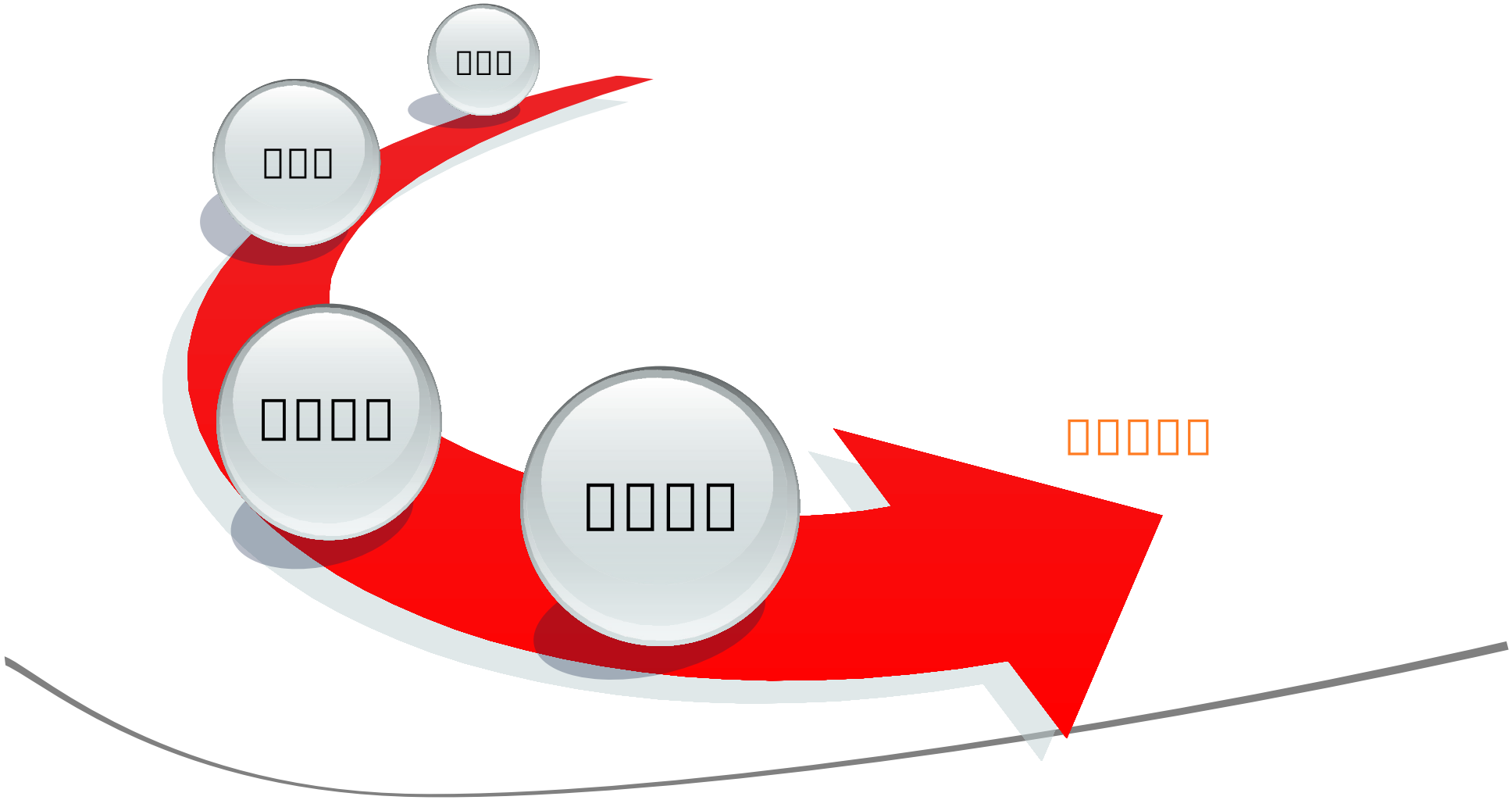

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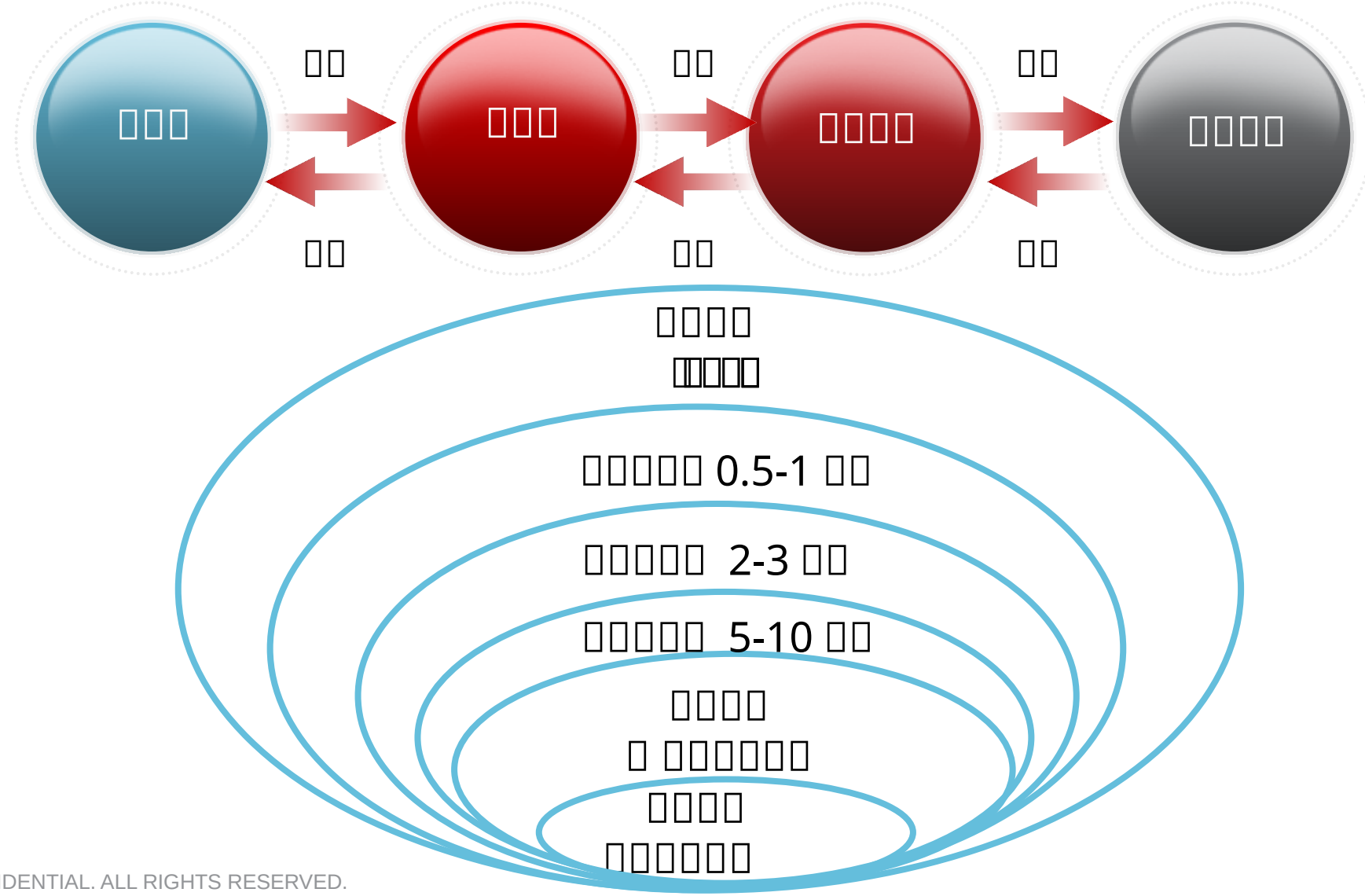

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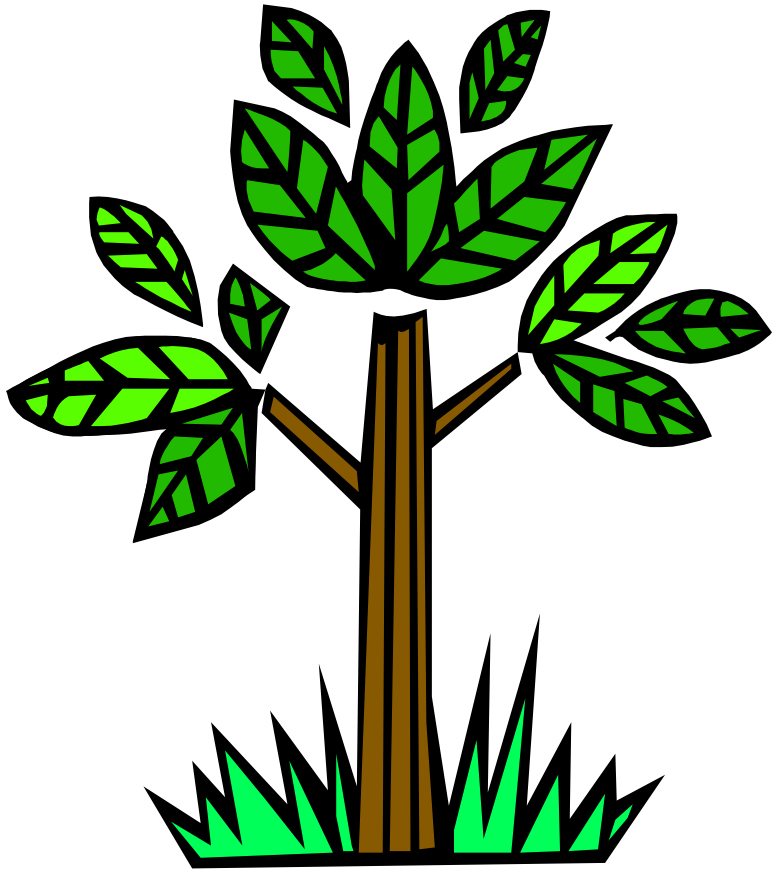

目标的分解： 2. 多树权法

叶子代表即时的

目标，即现在要

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—一

树干代表大目标

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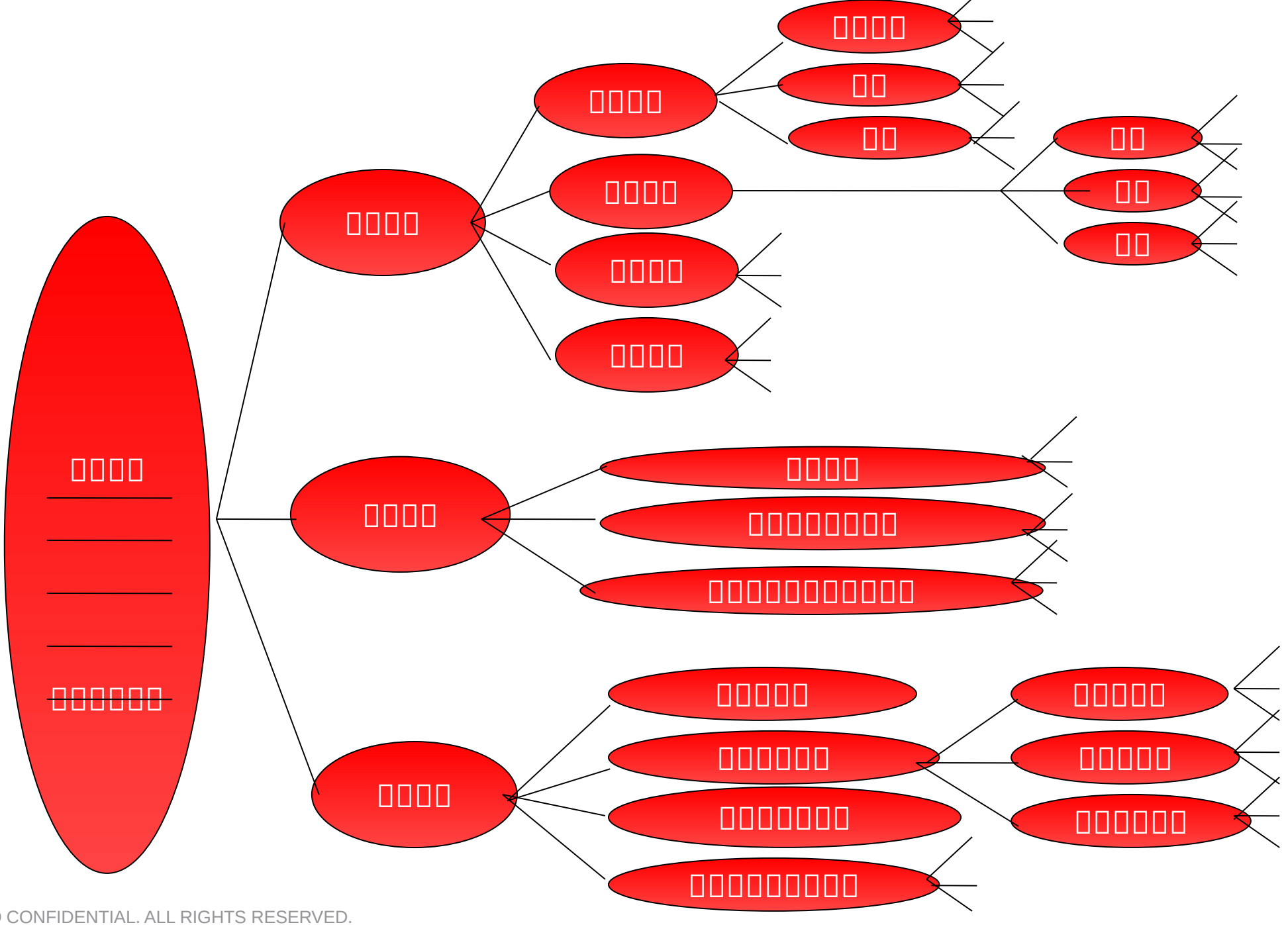

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目标分解

- 不积跬步，无以至千里；

  。

- 大目标由小目标累积而成，

  大成就由小成就累积而成。

目标分解的原则

- 小目标是大目标的条件
- 大目标是小目标的结果
- 小目标的实现之和，可以成就大目标的实现

练习：达成本部分配的 1000 台启天机型的 MA 销售

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设定目标的原理

具体制定目标的 SMART 原理

- Specific: 具体，明确的
- Measurable: 可测量
- Achievable: 可实现
- Relevant: 相关联的
- Time bound: 时间，期限

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举例：怎样才符合 SMART 的要求呢?

2010 年 3 月 15 日，参加 TOEFL 考试，取得 500 。

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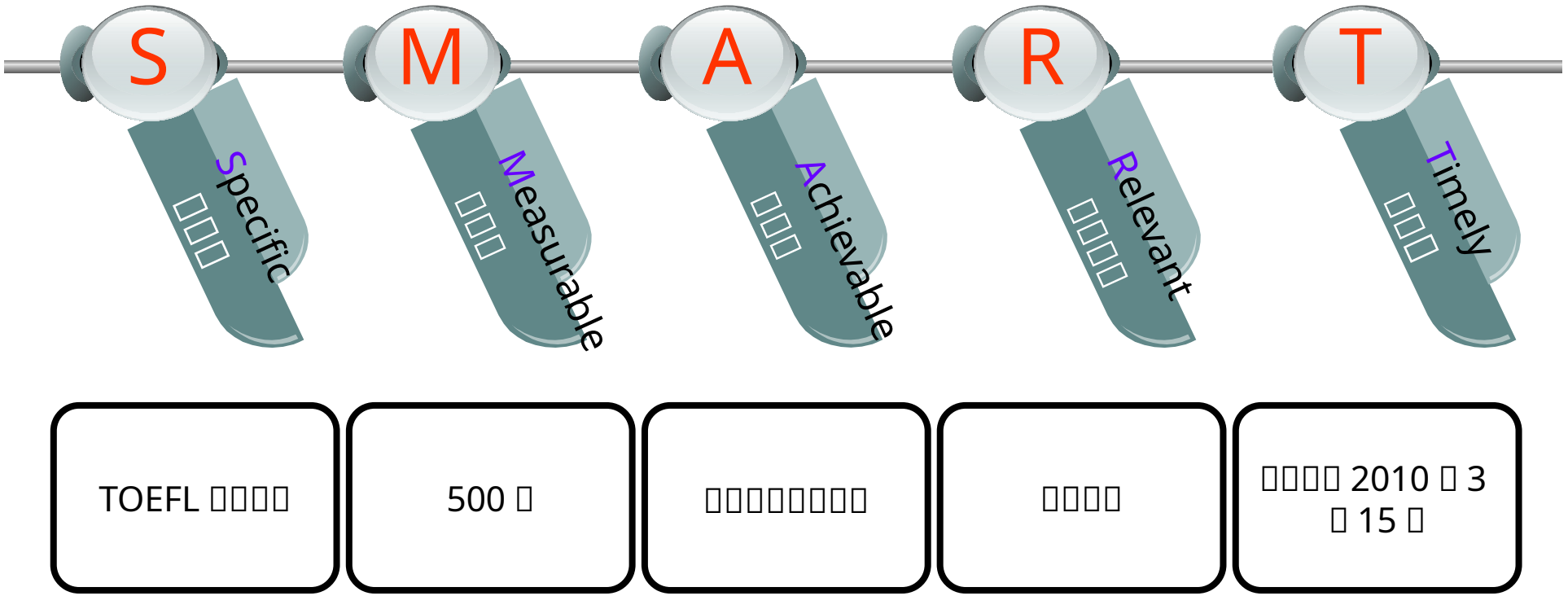

TOEFL 考试通过	500 分	通过努力可以实现	出国求学	考试时间 2010 年 3 月 15 日

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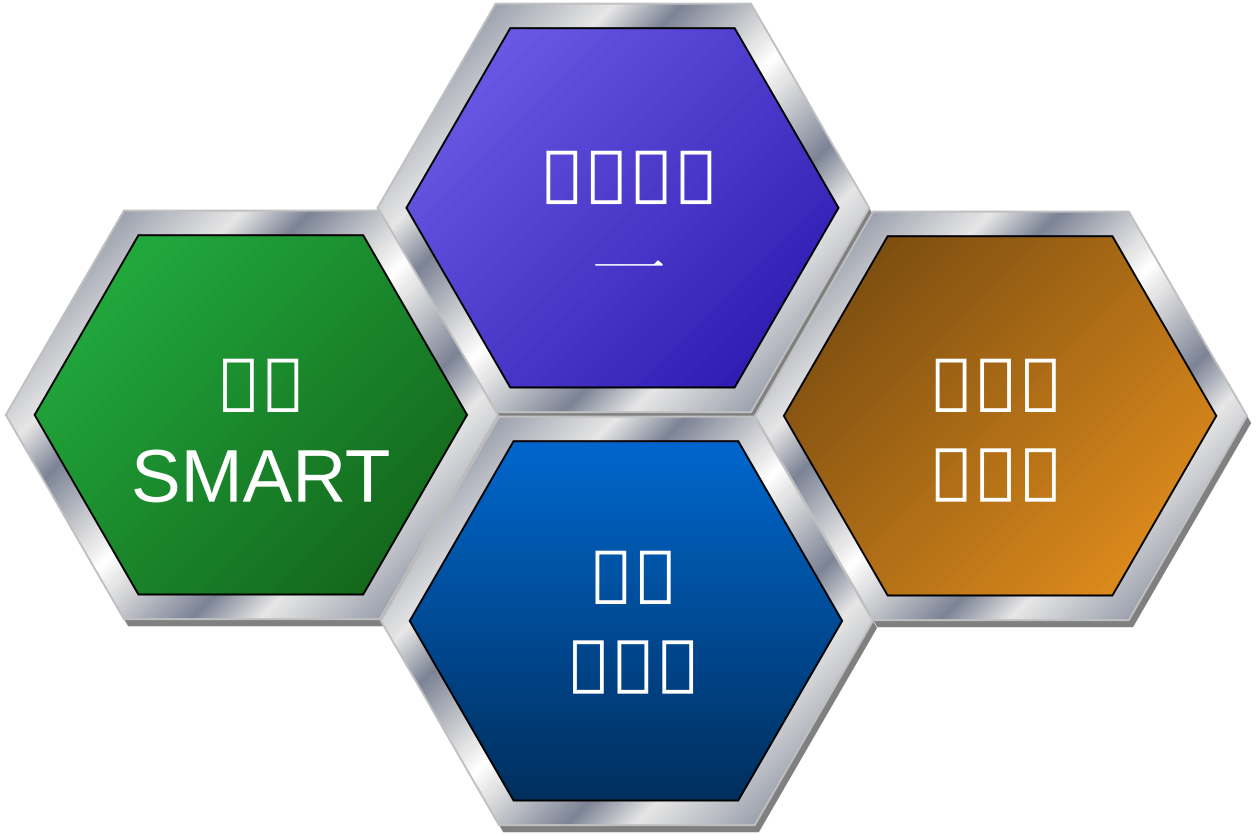

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再次练习

- 每个人根据课程开始时制定的学习目标，利用 SMART 。

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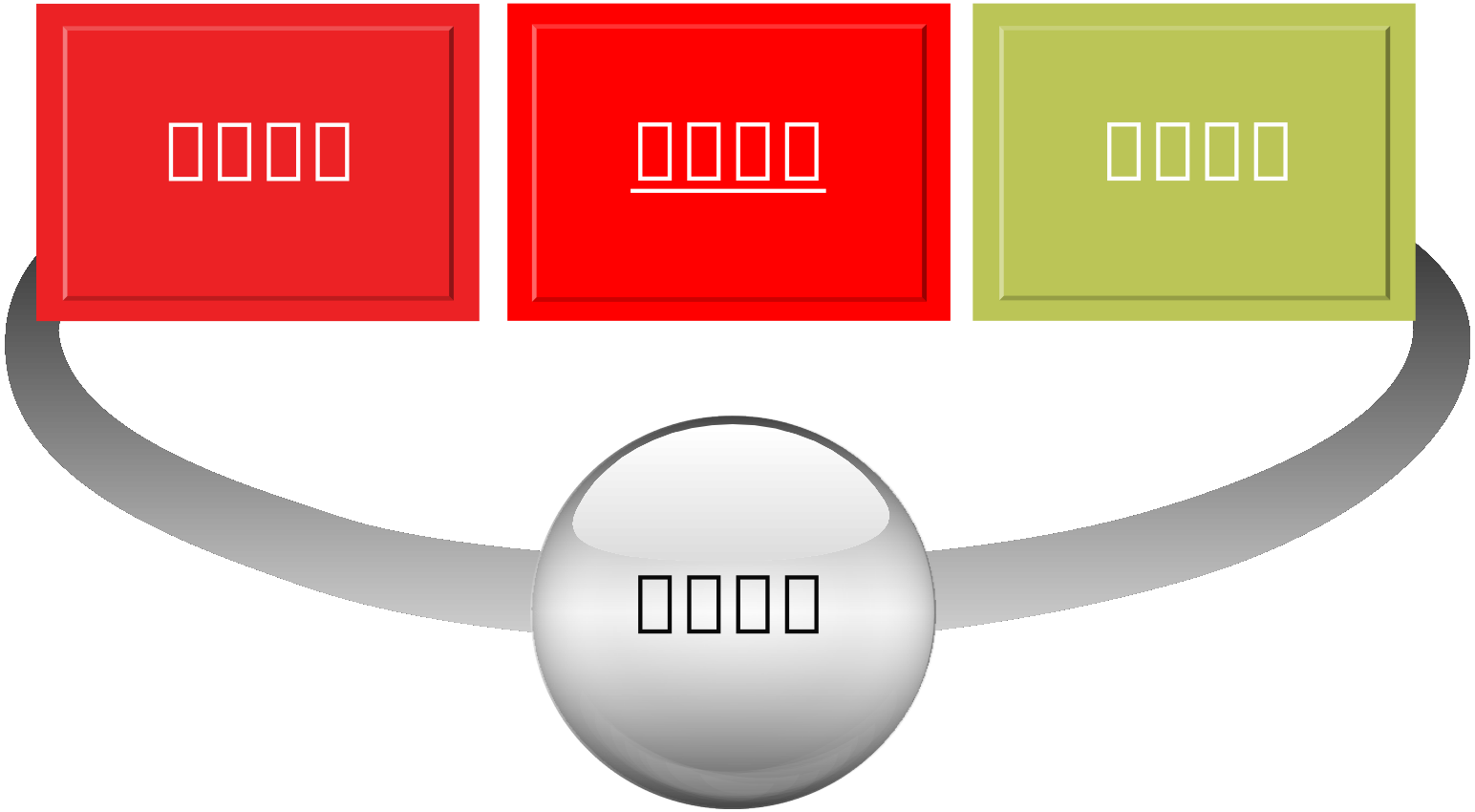

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巨大成功

同样实施目标管理的企业为什么会有如此大的差别?

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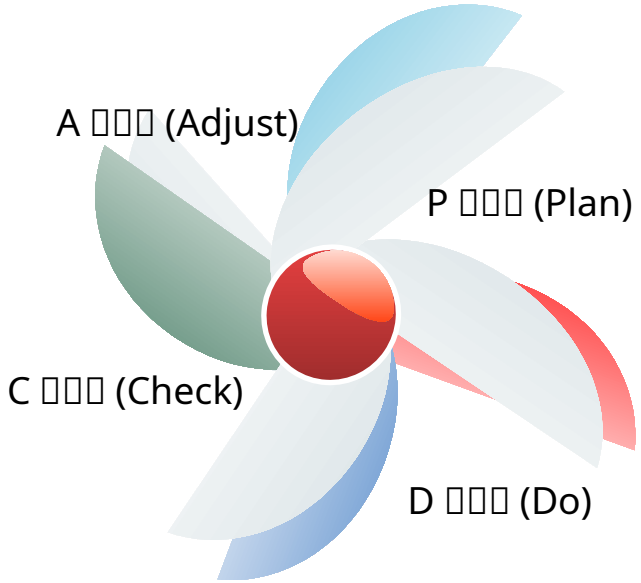

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目标达成的方法 1-- 计划

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- 。
- 设定计划比目标重要 10 。
- 人生伟业不在于能知，而在于能行，

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- 凡事均有计划而为之，谋定而后动，

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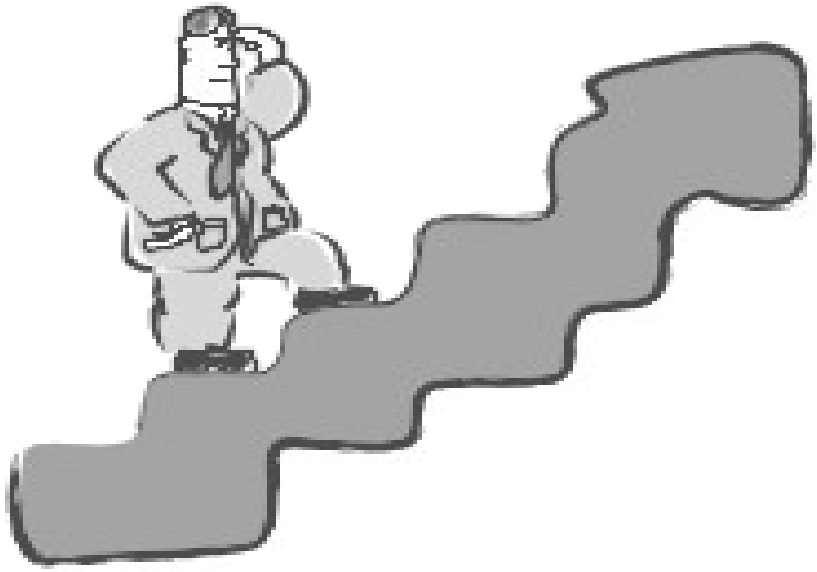

计划要有长期和短期的计划

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- ，，，，……，，……
- ——，
- 准备充分：超过需要的准备
- 为你的计划列行动配额
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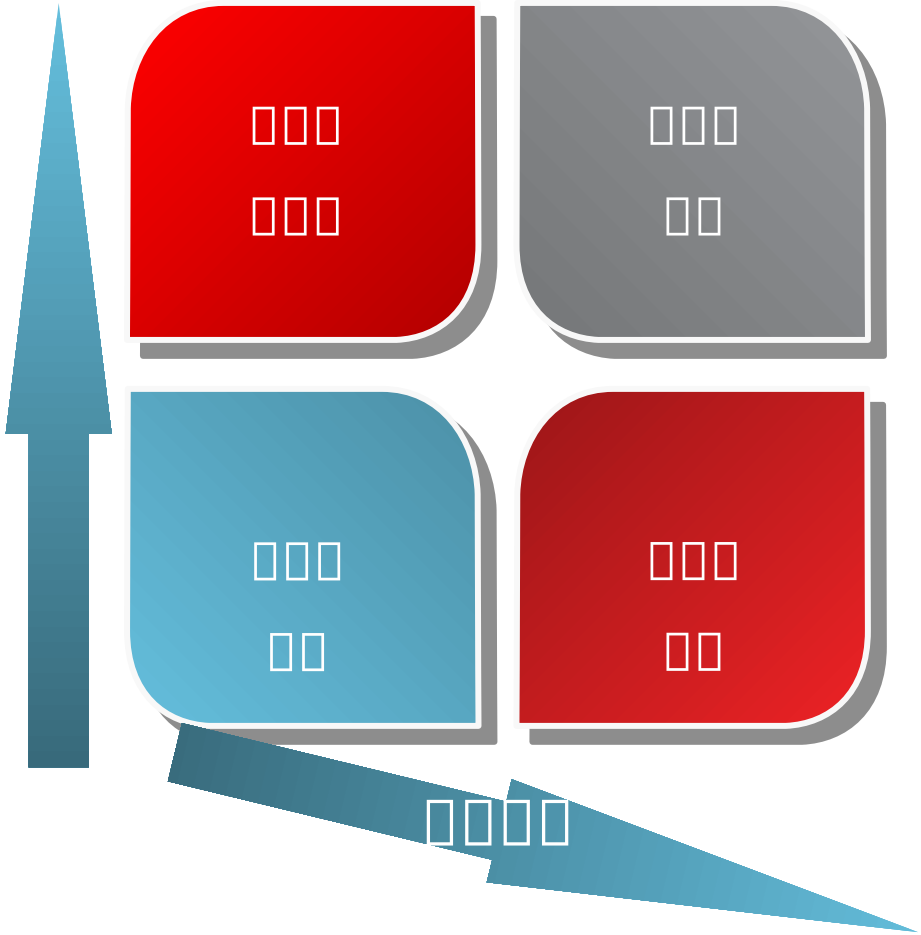

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	评估权重	方案 1	方案 2	方案 3
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第四步：制定行动计划

行动类容	牵头人	所需内容	限制时间	里程碑	风险控制	验收标准

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滚动计划法介绍

- ✓ 滚动计划的含义
- ✓ 滚动计划的基本特点

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二、滚动计划的基本特点

- 滚动计划的动态型。

  析、修改或调整，

  每年都要制订一个新的五年计划。

- 长短结合、远粗近细。。

  。 年计划较细一些，第四、五年计划较粗一些，使未来的目标立足于从现在做起。

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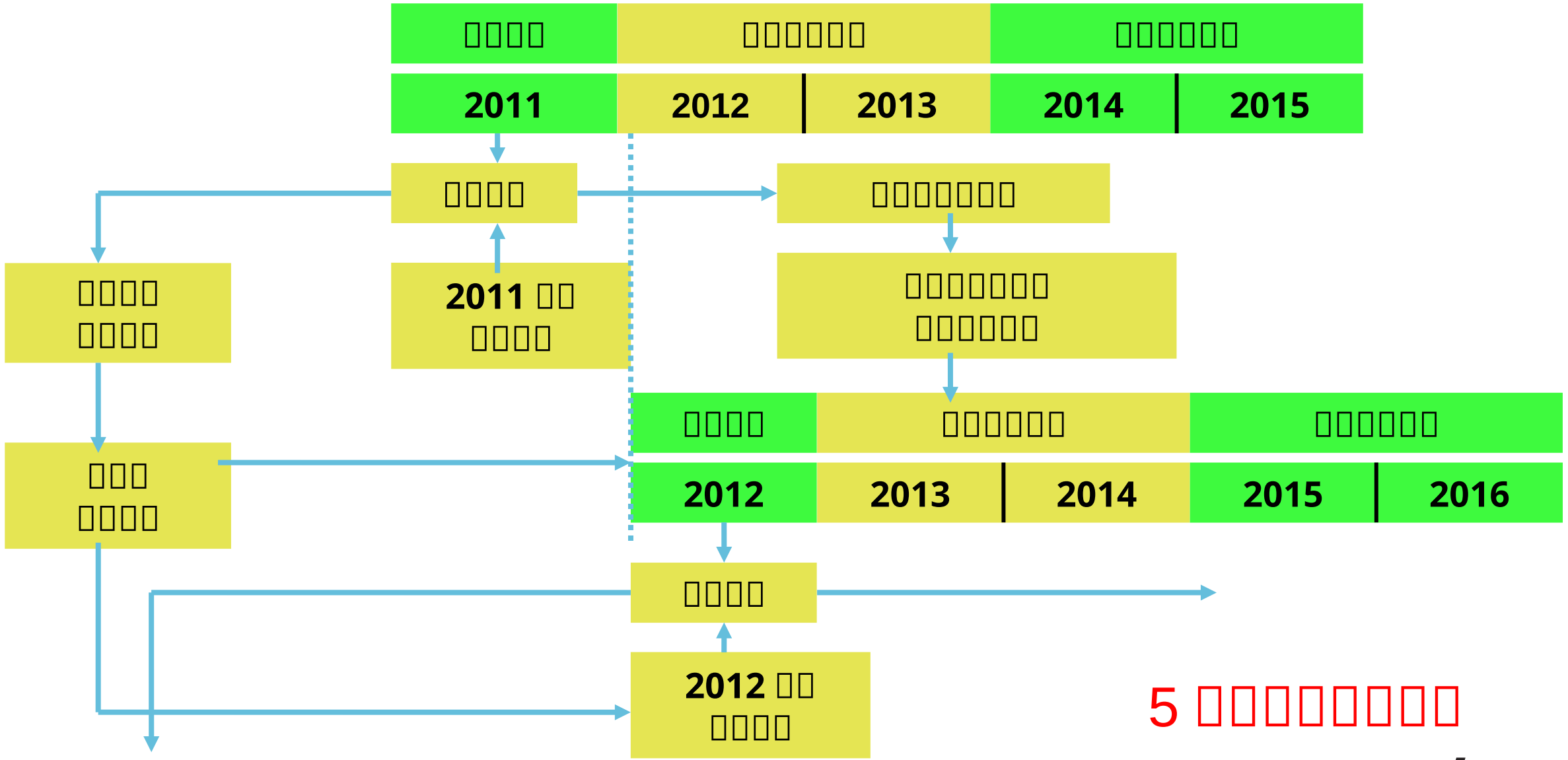

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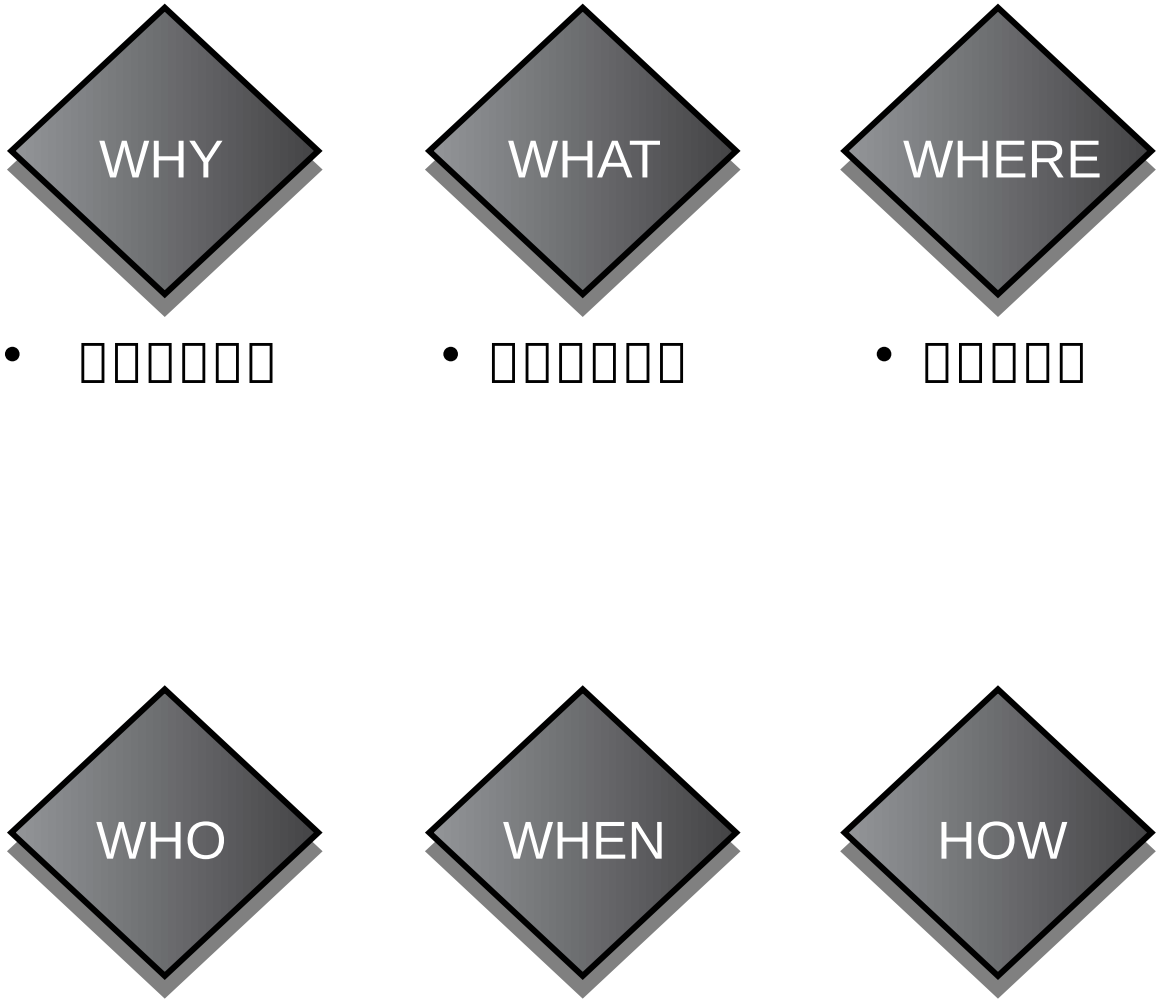

制定行动计划要注意 5W1H

- 为什么要制定

- 达到什么目的

- 在何处执行

- 由谁负责完成

- 什么时候完成

- 如何完成

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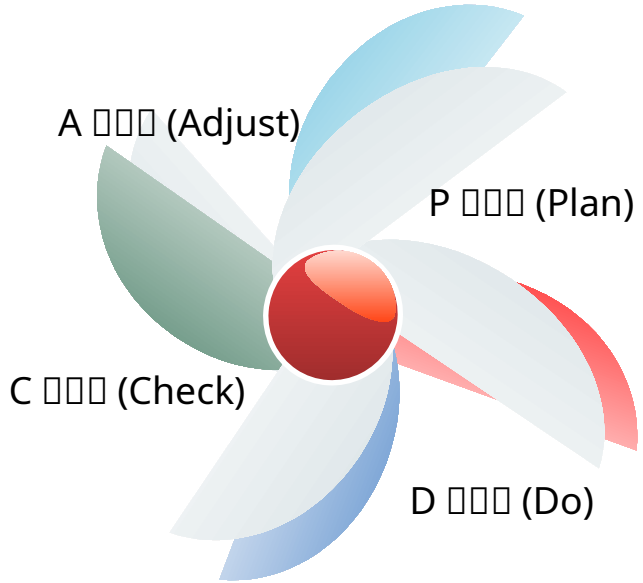

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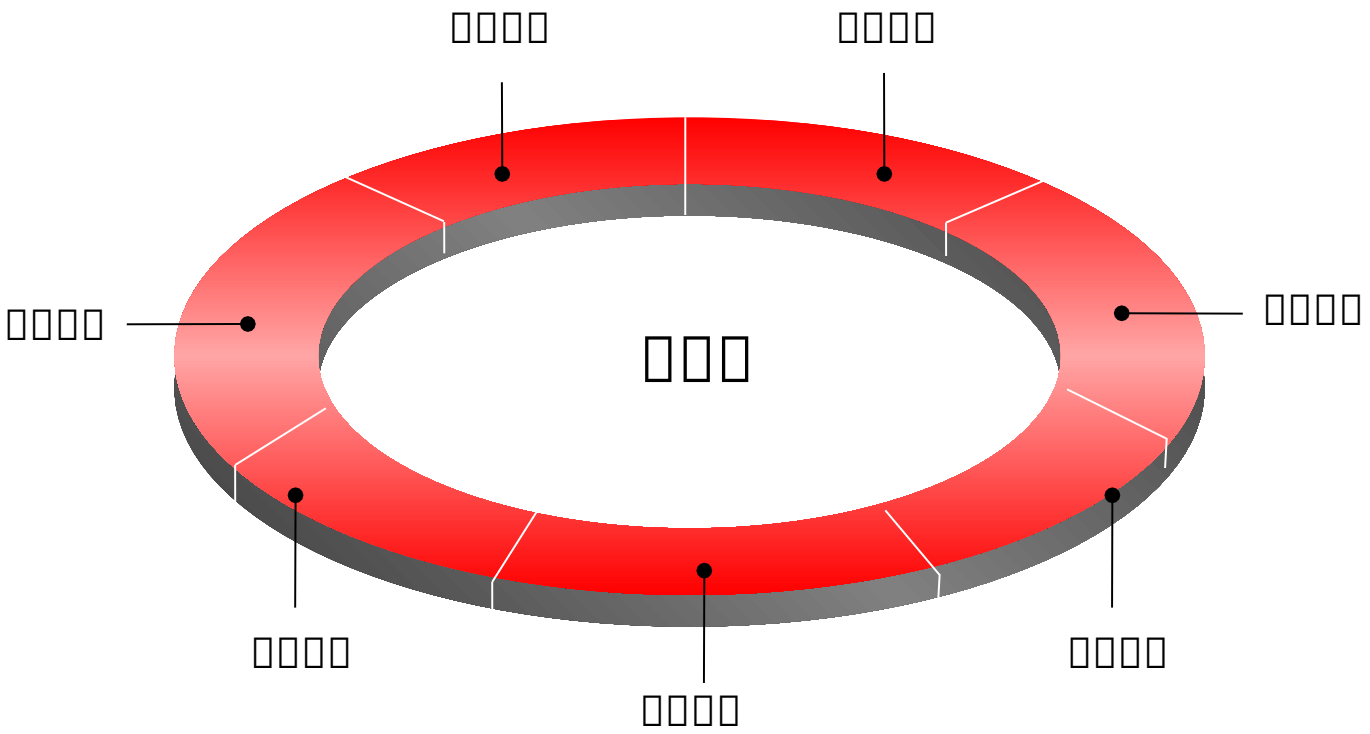

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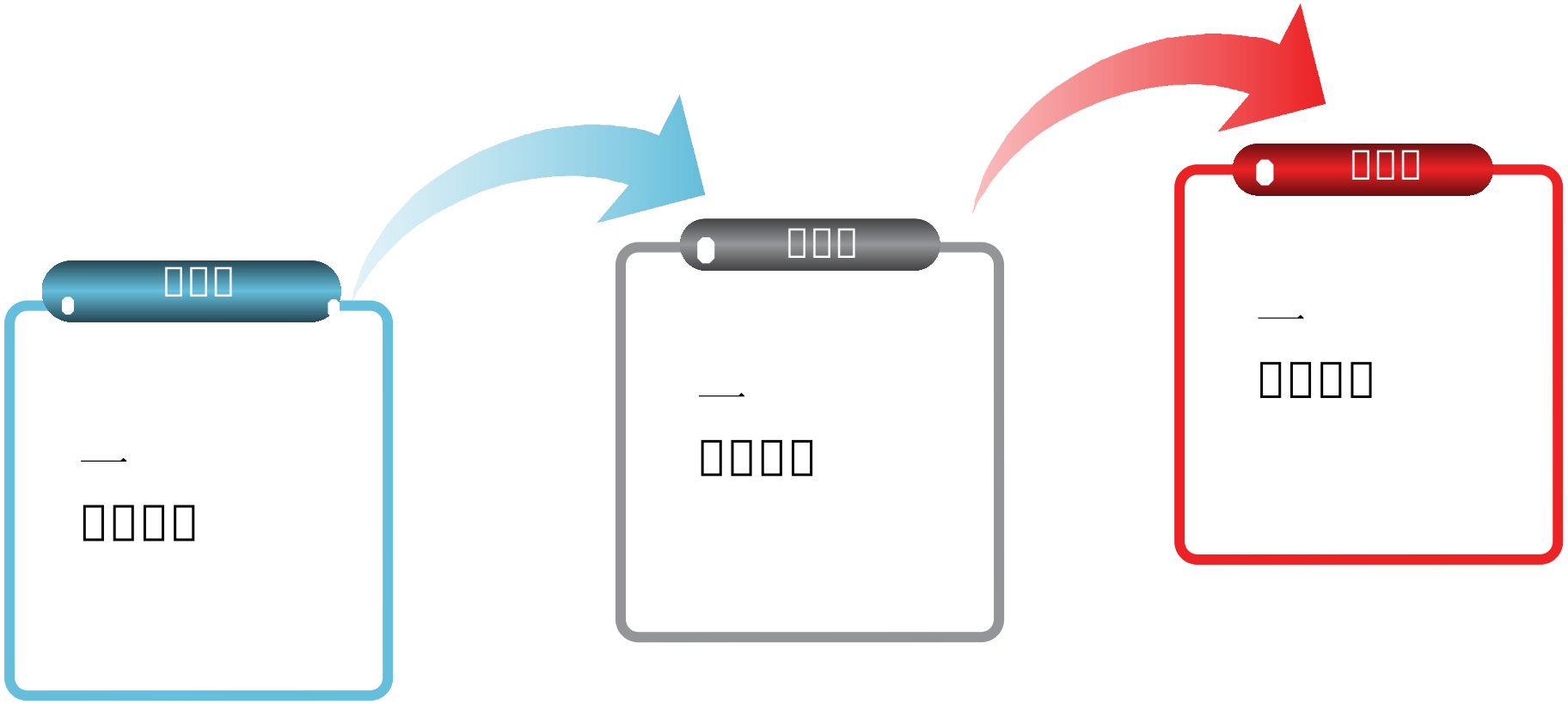

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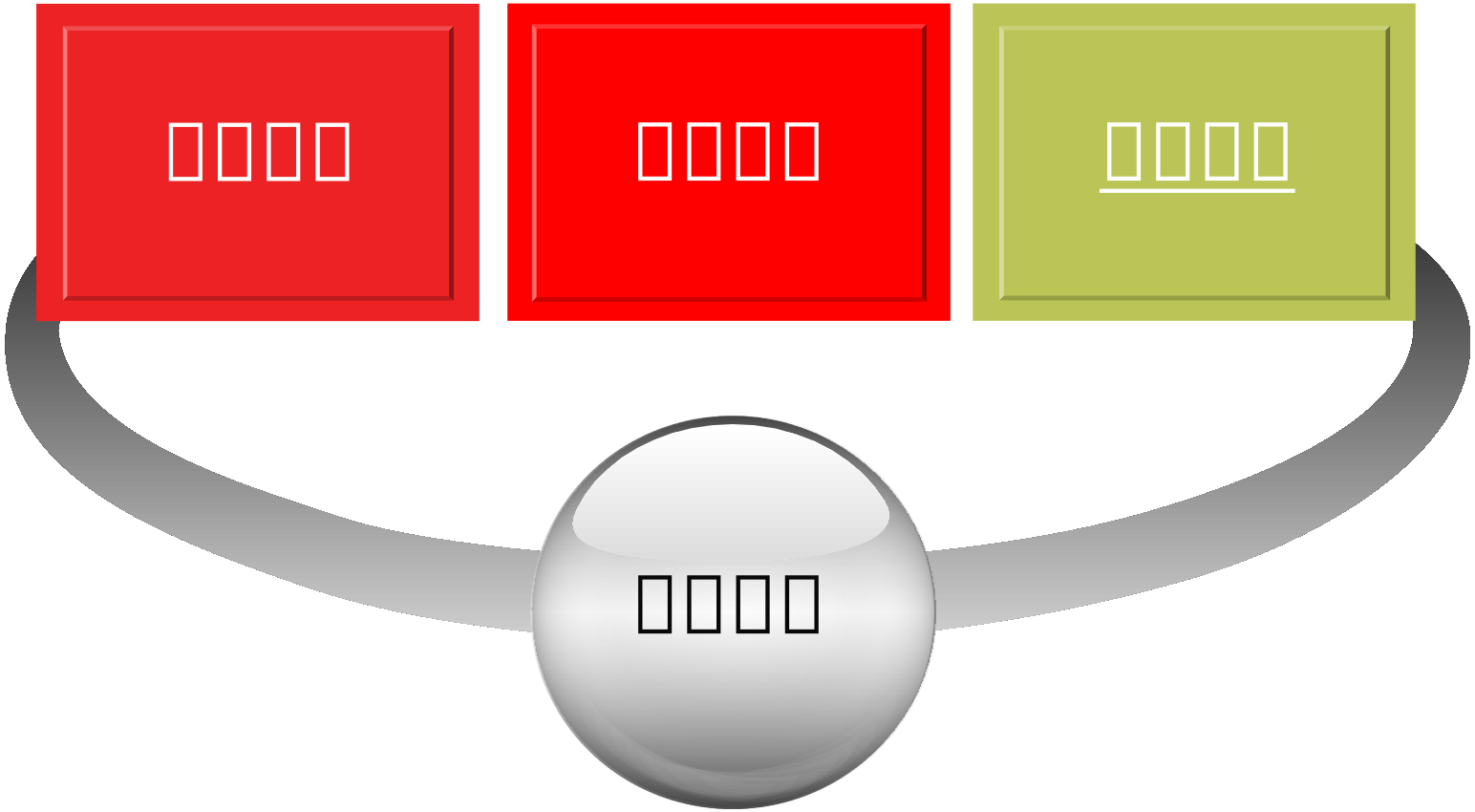

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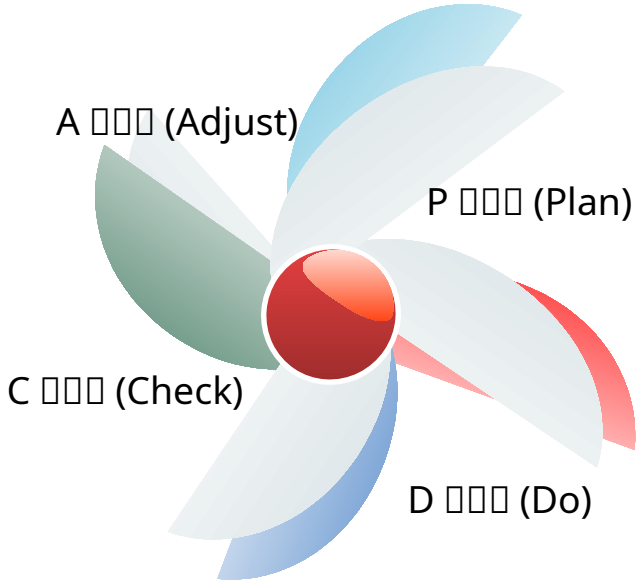

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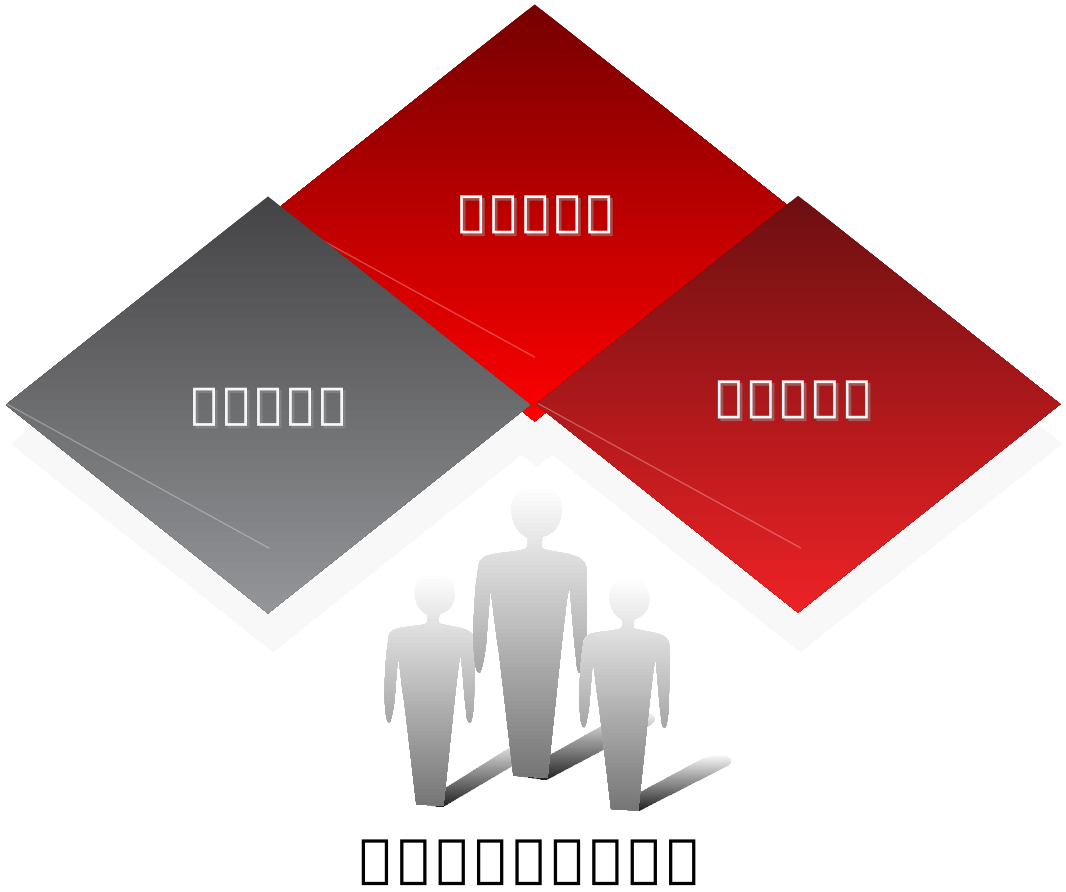

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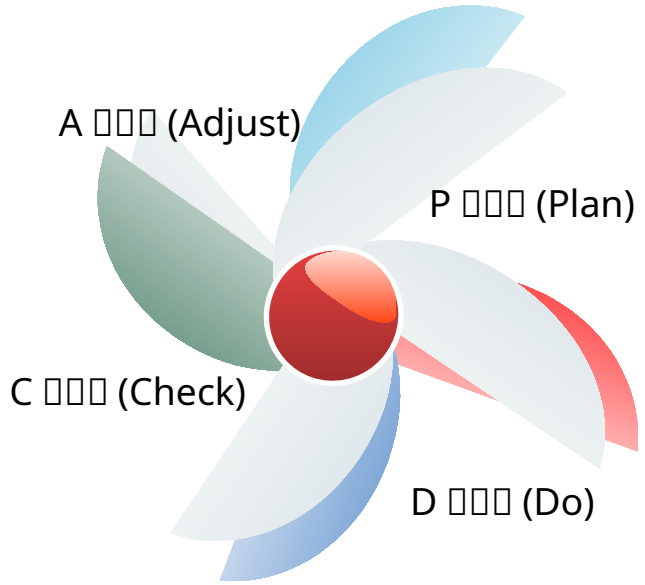

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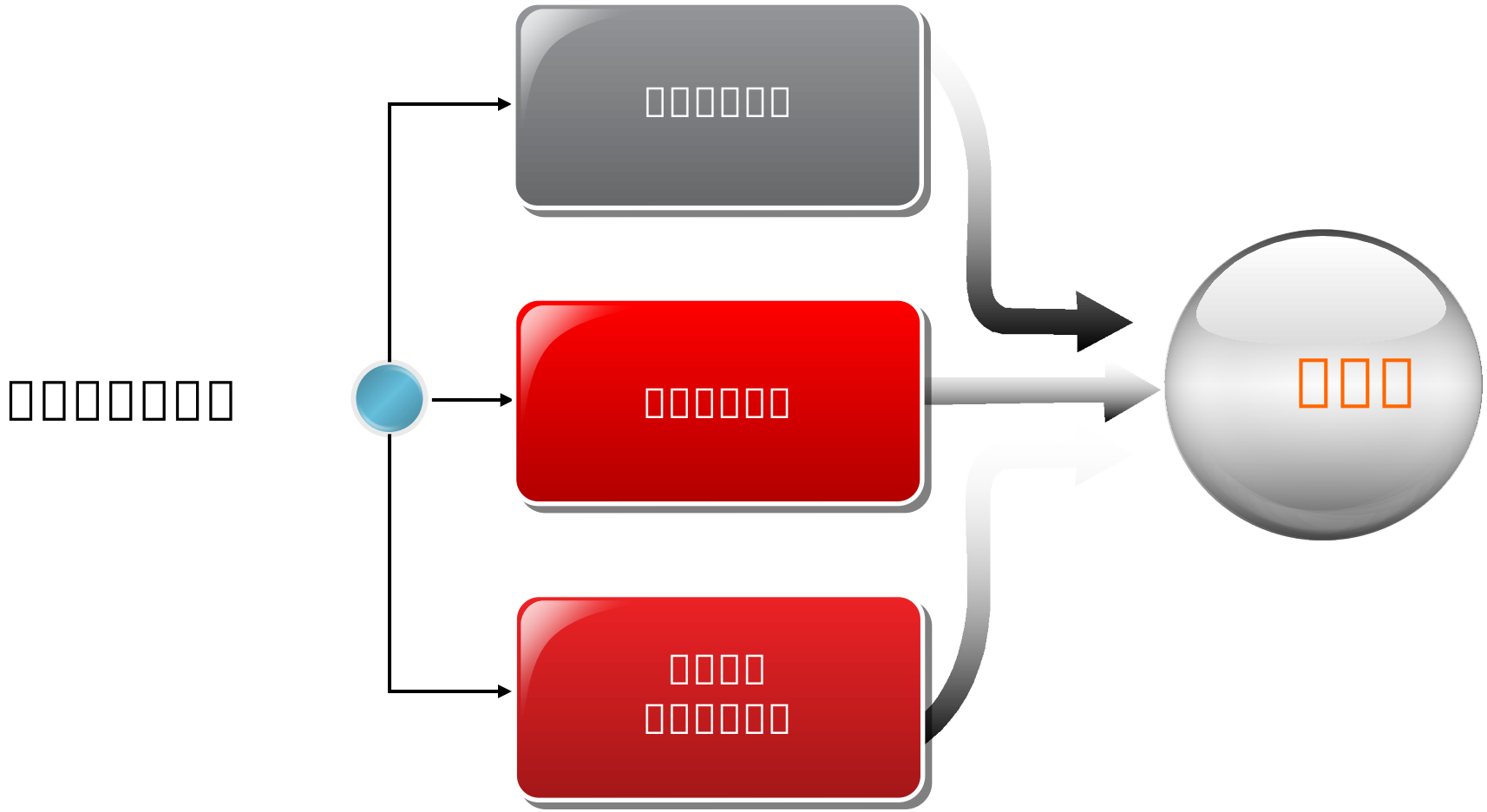

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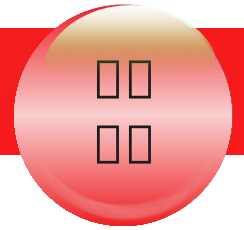

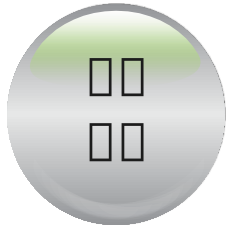

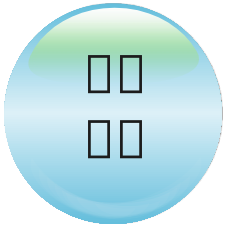

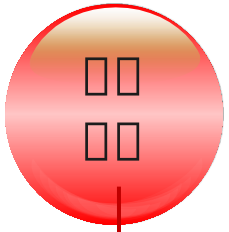

目标修正的法则

- 一
- 目标刻在石头上
- 计划写在沙滩上

- 退求其次
- 一
- 等于没有计划

- 不要轻易压缩梦想
- 适应残酷的现实

- 没有失败
- 只是暂时还没有成功

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要快乐

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- 把目标写成追求型目标

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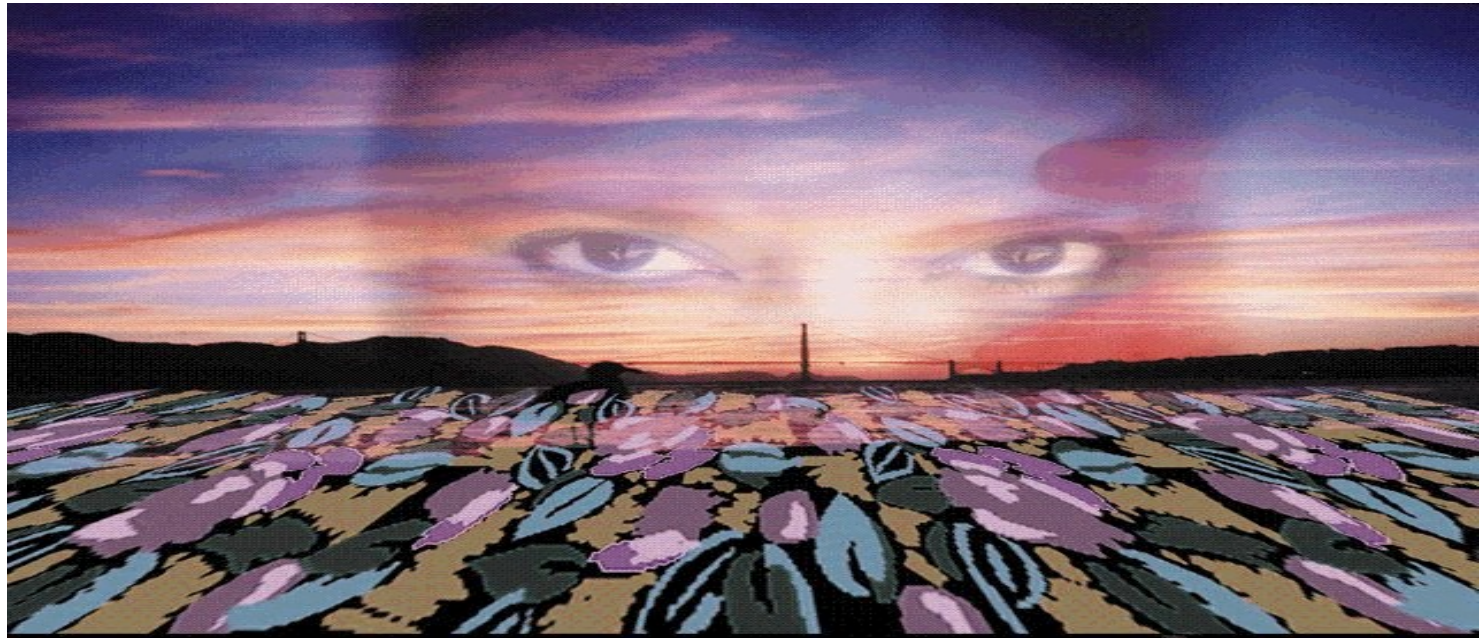

使目标明确

- 梦想板
- 自我激励
- 潜意识听觉
- 抄写 10 遍

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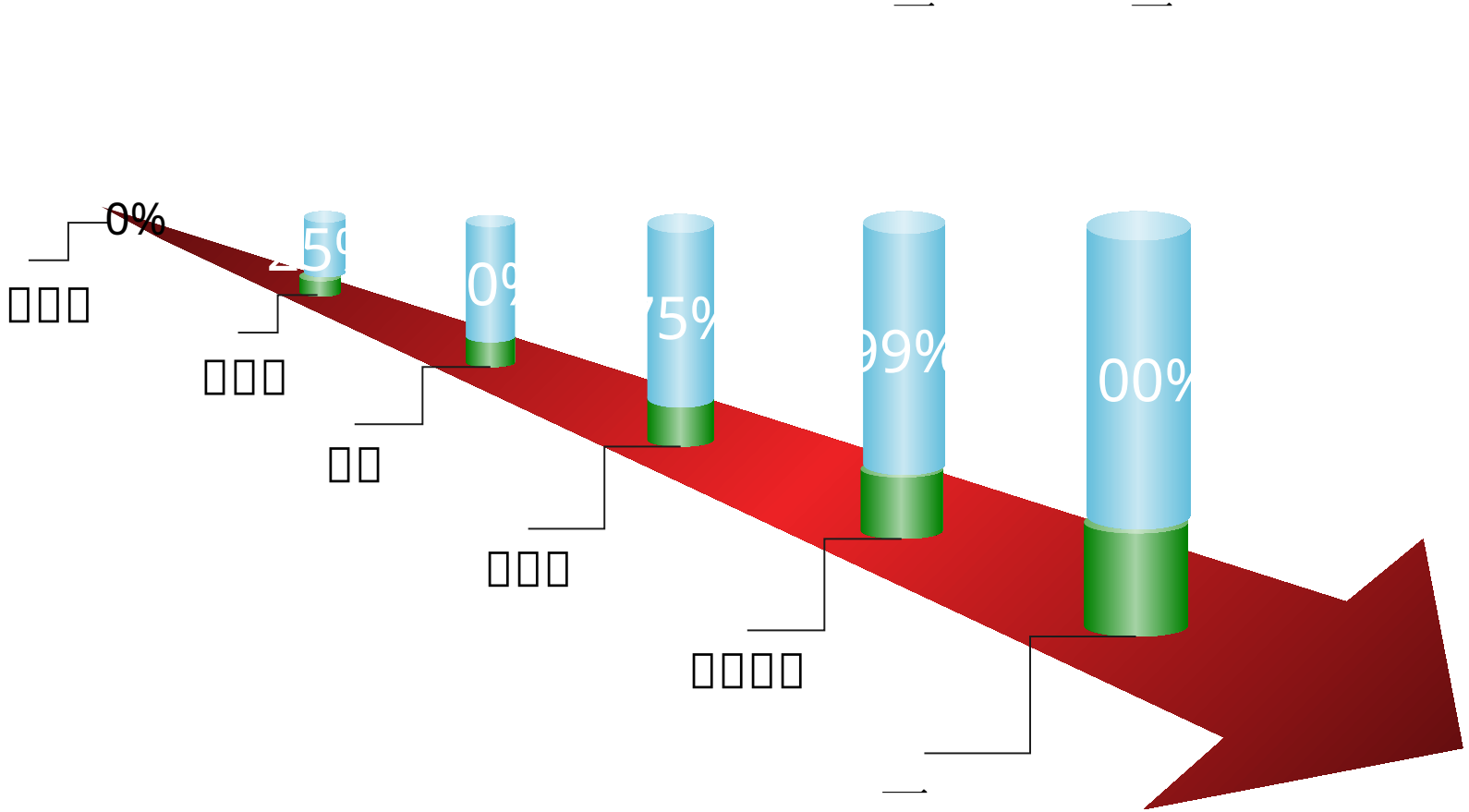

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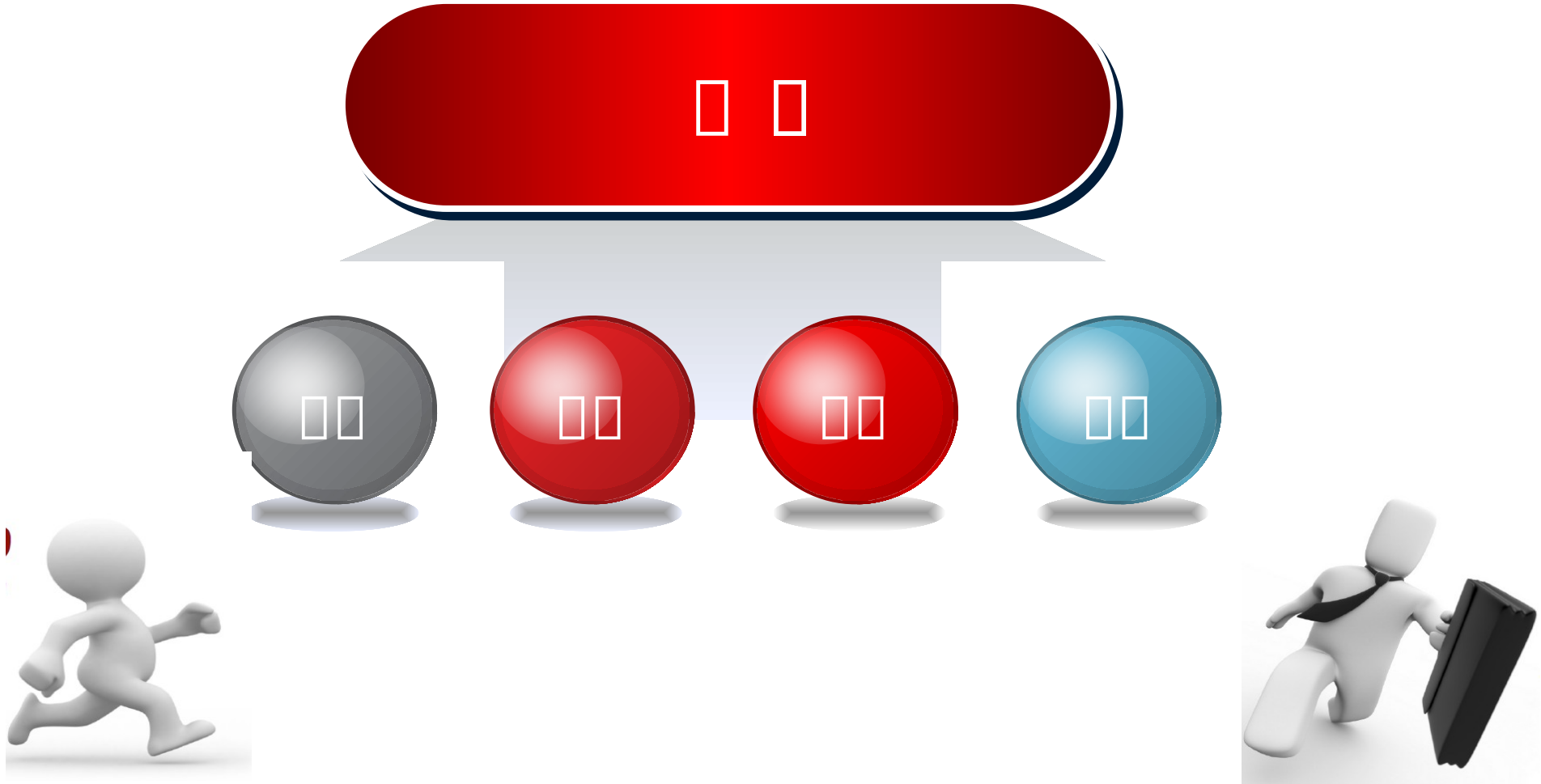

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我们每个人，

“ ”。

除了自己，没有人能为你开门，

只要你愿意敞开心灵，

抛却旧有观念，

把良好准则化为习惯，

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THANK YOU GRAZIE MERCI DANKE GRAZIAS 謝謝 СПАСИБО
GRACIAS OBRIGADO ありがとう DANK TAKK BEDANKT DAKUJEM