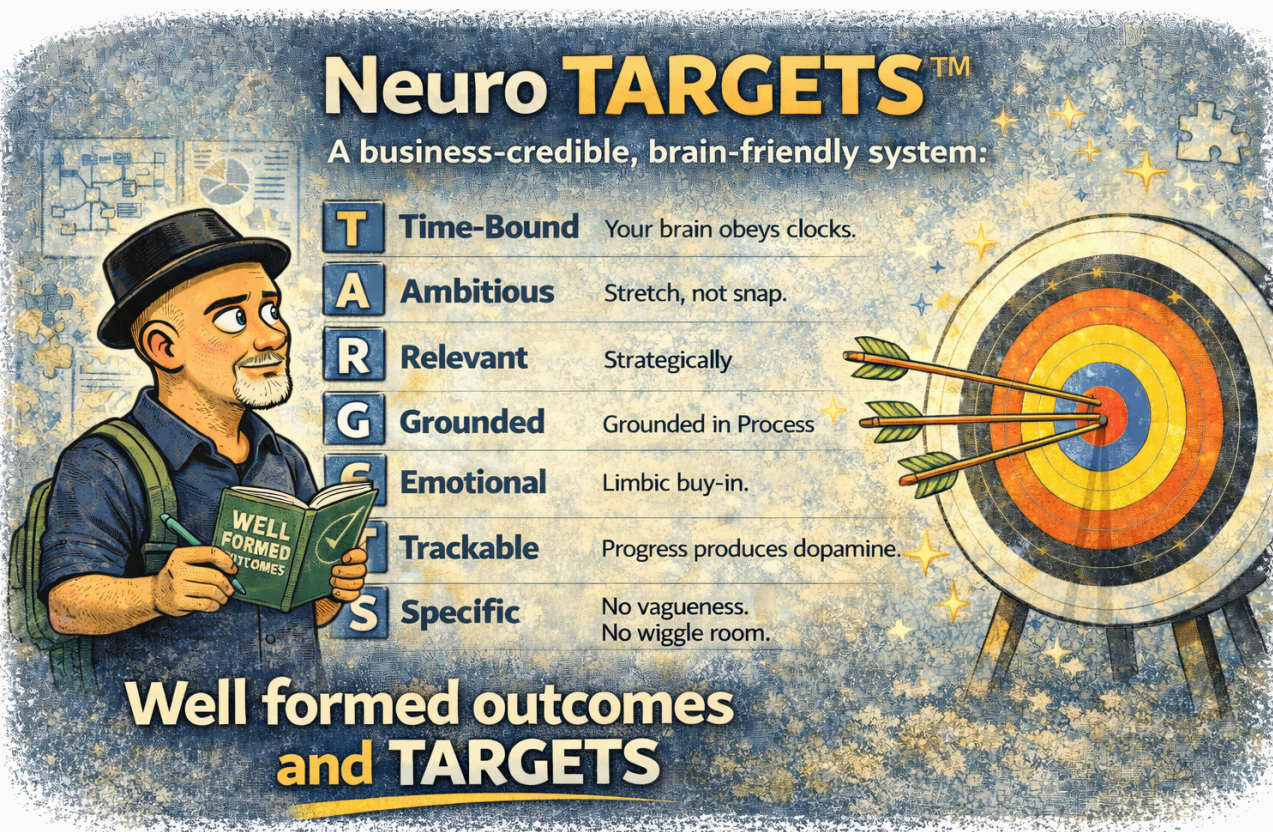


Setting an Outcome with TARGETS



Neuro TARGETS™
A business-credible, brain-friendly system:

T	Time-Bound	Your brain obeys clocks.
A	Ambitious	Stretch, not snap.
R	Relevant	Strategically
G	Grounded	Grounded in Process
E	Emotional	Limbic buy-in.
T	Trackable	Progress produces dopamine.
S	Specific	No vagueness. No wiggle room.

**Well formed outcomes
and TARGETS**

Define Your Outcome

Choose ONE outcome to work on. This could be a revenue target, a product launch, a team change, or a personal/business habit you want to establish.

Write it first in plain language, before you run it through T.A.R.G.E.T.S™.



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Use this section to refine your outcome using each letter of the model. You can do this individually or as a team.

T — Time-Bound

Prompt: What is the clear deadline or timeframe for this goal? What milestones sit along the way?

A — Ambitious (but attainable)

Prompt: In what way does this goal stretch you? Is it still realistically achievable?

R — Relevant

Prompt: How does this support your business vision and your personal or organisational values?



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G — Grounded in Process

Prompt: What repeatable behaviours, routines or processes will make this goal inevitable?

E — Emotionally Meaningful

Prompt: Why does this matter to you (and your team) as human beings, not just as job titles?

T — Trackable

Prompt: What leading and lagging indicators will you track to know you're moving?

S — Specific

Prompt: How can you tighten the wording so that anyone reading it would know exactly what you mean?



Specialist Business Coaching and Leadership Development

Executive summary (read this if you're between meetings)

This 8-session leadership coaching package helps a leader think more clearly under pressure, communicate with influence, reduce conflict and execute priorities without drowning in noise. It's practical, confidential, and built for real working weeks (not theoretical PowerPoint weather).

Typical outcomes within 8 sessions

- Clearer communication: fewer misunderstandings, better alignment, cleaner feedback conversations.
- More buy-in: stronger influence without relying on authority or pressure.
- Better follow-through: priorities simplified into a small, accountable action rhythm.
- Calmer decision-making
- Lower overwhelm: practical focus and energy tools (useful for busy-brains).
- Improved appreciation for thinking and communication diversity.