

Follow-up

JANE DURANT

5 YEARS OF MAKING A DIFFERENCE THROUGH PEOPLE



*Merry Christmas, Joyeux Noel,
Felice Navidad, Seasons Greetings . . .*

*Wishing you a wonderful
holiday season full of joy
and friendship, and
a special year in 1993.*

Santa's Standards of Performance

Even Santa has standards of performance. Remember, standards are about perceived outcomes. From another perspective, what does the customer feel is happening?

Standards need to be **SMART**—Specific, Measurable, Achievable, Realistic, and Tied into the organization's goals.

So some standards of performance for Santa and the gang could be:

1. Delivers presents to all children on list—**S, M, A** (with some help from elves), **R** (ditto), and **T** (definitely).
2. Has contingency plan for chimneys that are too narrow to climb down or don't exist—**S, M, A, R, T**.
3. Develops repeat business with 80% of customers—**S, M, A, R, T**.

You see, Santa and his team really are **SMART**!