



Константин ШТОЛЬЦ

ЦЕЛЕПОЛАГАНИЕ

Как грамотно ставить цели?

Американцы SMART и GROW. Японец

Кайдзен. Что лучше ??

Мастер-класс

A tropical beach scene with a blue sky, palm leaves, and a hammock. The text is overlaid on a white rectangular background.

Фрилансерам. Микро-бизнесменам.
Частным практикам.

Целеполагание.

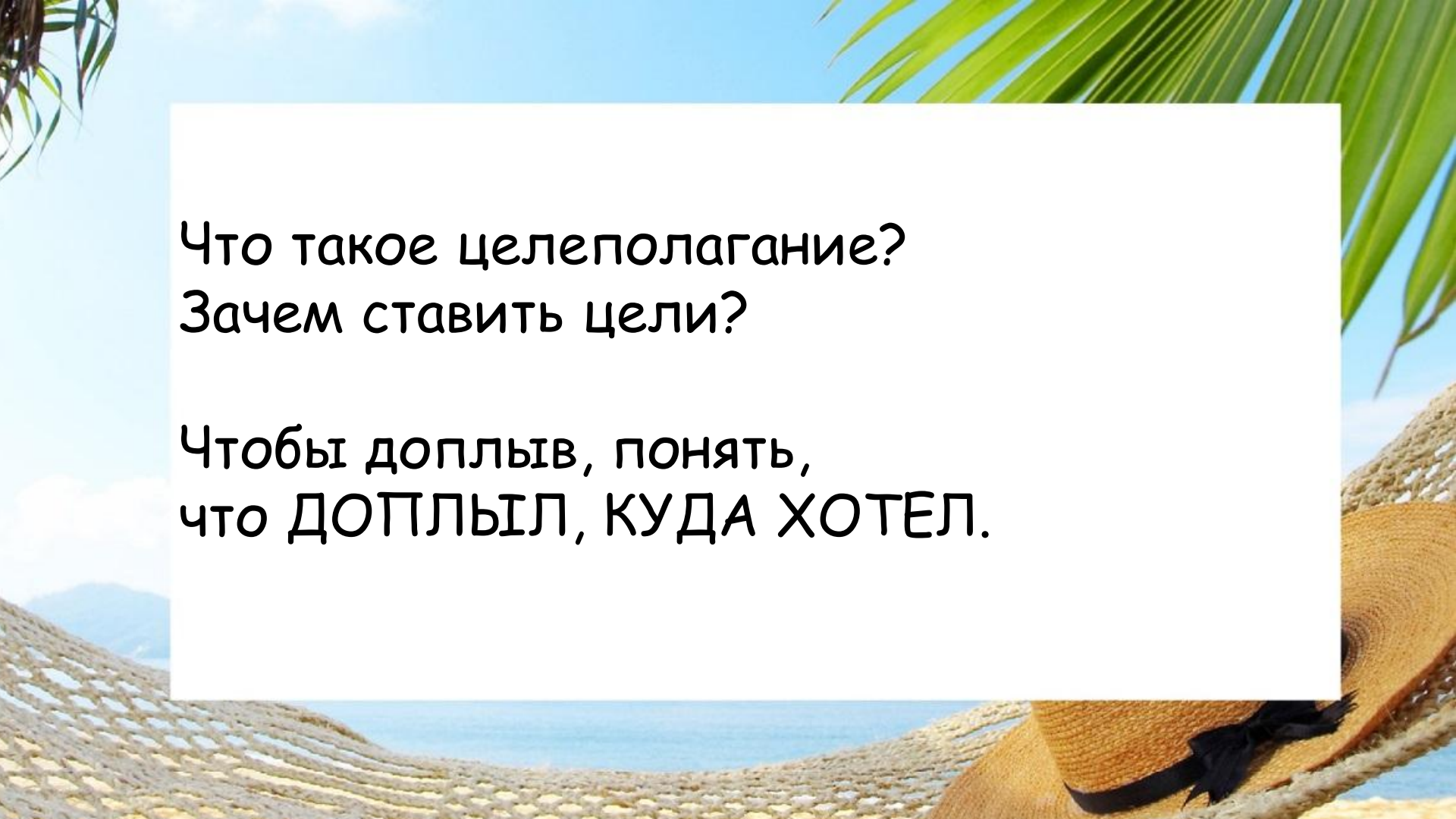
SMART, GROW, Кайдзен - что лучше
Пошаговый план системного
целеполагания.

The background of the slide is a vibrant tropical beach scene. In the foreground, a light-colored woven hammock is strung across the frame. To the right, a large, light-brown straw hat with a black ribbon is visible. The background shows a clear blue sky, a calm blue ocean, and distant green hills under a bright sun. Palm fronds are visible in the top corners.

Я - Константин Штольц.
Опытный маркетолог и наставник.

Три причины выбрать меня:

1. Блестящее образование.
2. Огромный опыт.
3. Я - НЕ нумизмат. Моя ценность - достойная жизнь.

The background of the slide is a vibrant tropical beach scene. In the foreground, a light-colored woven hammock is strung across the frame. To the right, a wide-brimmed straw hat with a black ribbon is resting on the hammock. The background shows a clear blue sky, a calm blue ocean, and distant green hills under a bright sun. Palm fronds are visible in the top corners.

Что такое целеполагание?
Зачем ставить цели?

Чтобы доплыв, понять,
что ДОПЛЫЛ, КУДА ХОТЕЛ.


The background of the slide is a vibrant tropical beach scene. In the foreground, a light-colored woven hammock is strung across the frame. To the right, a large, light-brown straw hat with a black ribbon is partially visible. The background shows a clear blue sky, a calm blue ocean, and distant green hills under a bright sun. The overall atmosphere is relaxed and summery.

Примеры «плохо поставленных» целей.

Хочу похудеть.

Хочу разбогатеть.

Хочу замуж..

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Американская и японская
школы целеполагания.

Ф.У.Тейлор и Форд
Т.Оно и Тойота.

Чего нет НИ у американцев, НИ у
японцев.

Американская система SMART.

S Specific (Конкретность)

M Measurable (Измеримость)

A Actual (Актуальность)

R Realistic (Реалистичность)

T Timely (Своевременность)

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Какая буква - главная в слове SMART.

Качественные. S, A, R.

Количественные. M, T.

Американская система GROW.

1. Goal (цель)
2. Reality (реальность)
3. Opportunity (возможность)
4. Will (намерение)

A tropical beach scene with a blue sky, palm leaves, and a hammock. The text is overlaid on a white rectangular background.

Какой буквы не хватает в слове GROW.

Не хватает. Theme (тема)

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Японская система КАЙДЗЕН.

Самурайская ответственность
за совершенствование мира.

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Почему КАЙДЗЕН - это не
целеполагание.

Не ТОЛЬКО целеполагание.
Философия жизни.

Итоговый рейтинг трех систем.

По эффективности:

1. SMART 2. Кайдзен. 3. GROW.

По глубине:

1. Кайдзен. 2. SMART. 3. GROW.

The background of the slide is a tropical beach scene. In the foreground, a light-colored woven hammock is strung across the frame. A wide-brimmed straw hat with a black ribbon is resting on the right side of the hammock. In the background, there is a clear blue sky, a calm blue ocean, and distant green hills or mountains. Palm fronds are visible in the top corners of the image.

Бонус. Пошаговый план.

SMART - подход.

1. Реализуй ДВА главных приоритета.
2. Пренебреги остальным.

A tropical beach scene featuring a hammock strung across the foreground. A wide-brimmed straw hat with a black ribbon is resting on the right side of the hammock. In the background, there is a clear blue sky, a calm blue ocean, and distant mountains. Palm fronds are visible in the upper corners of the frame.

Спасибо за внимание !!