

HUMAN goals canvas

| | Do | Don't |
|---------------------|---|---|
| H Honest | Say what you're really trying to achieve, even if it is commercial or political. Name important trade-offs and limitations. | Hide risks: fragile buy-in, hidden opposition, or under-resourcing disguised as "stretch." |
| U Understood | Get real feedback: "Do you know what this means for you?" Use multiple formats, visual materials, examples. | Assume understanding just because no one asks questions. |
| M Meaningful | The goal must be a real choice. If the opposite of your goal isn't something someone might defend, you haven't chosen anything. | Set obvious goals. "Improve quality" is a placeholder, not a goal. |
| A Ambitious | Aim just beyond comfortable. Great goals energize exactly because they might fail. | Lower the bar to guarantee success. A goal must not be a sure thing. |
| N Noble | Connect goals to what your team actually cares about: purpose, curiosity, pride, growth. | Assume the company's "vision" will inspire on its own. If the goal is not worth fighting for, it won't stick. |