

## Identifying your priorities

Some examples of verbs to identify your priorities

1

**WHAT:** will you accomplish?

*What will you focus on this year that will contribute to the priorities of your department? What tasks or projects best use your strengths?*

2

**WHY** is each priority important for you and your team?

*What will be gained by working on these priorities that we don't already have? Describe their impact. E.g. Our show becomes #2 in our market.*

3

**HOW** will you reach your priority?

*How will you know your priority has been achieved? What specific actions should you pursue, and in what ways can you measure your progress and performance?*

4

**WHEN:**  
Set a deadline

*E.g. by October 3*

Address	Determine	Improve	Reproduce
Adjust	Develop	Interview	Respond
Advise	Differentiate	Issue	Restate
Analyze	Direct	Limit	Review
Assign	Disassemble	List	Select
Apply	Discharge	Maintain	Serve
Appraise	Display	Manage	Standardize
Approve	Distinguish	Manipulate	Store
Arrange	Distribute	Measure	Structure
Ascertain	Enable	Modify	Study
Assess	Enumerate	Order	Solve
Associate	Establish	Organize	Submit
Breakdown	Estimate	Outline	Supply
Build	Evaluate	Perform	Supervise
Change	Examine	Plan	Survey
Check	Explain	Prepare	Tabulate
Classify	Facilitate	Present	Test
Compare	Follow-up	Process	Trace
Conduct	Forecast	Produce	Train
Construct	Form	Proof	Transcribe
Consult	Formulate	Provide	Transfer
Control	Gather	Quote	Troubleshoot
Coordinate	Grasp	Record	Use
Counsel	Illustrate	Recommend	Validate
Create	Inform	Reject	Verify
Define	Inspect	Repeat	
Describe	Install	Reply	
Design	Interpret	Report	
Detect	Implement	Represent	

**E.g. Quantitative**

- Number of stories completed
- Average of records meeting standards
- Increase in audience
- Percentage of clients satisfaction
- Reduction in rejection

**E.g. Qualitative**

- Consultation meetings held
- Recommendations presented
- Online capsule editing
- Communication sent to employees

*If you manage people, share your priorities with your team to help each member identify their own and create synergy, collective progress and success.*