



REMEMBER:

Clear expectations today prevent rework, frustration and missed opportunities tomorrow.

Clear expectations make it easier
for employees to succeed.

THE 5 KEYS

Use this
simple
framework
every time.



1 OUTCOME

*Define the
result.*

Start with what needs
to happen and why it
matters.

EXAMPLE LANGUAGE

"Here's what we're working
toward and why it matters."



2 STANDARD

*Clarify the
"what."*

Be specific about
expectations, quality,
guidelines and
requirements.

EXAMPLE LANGUAGE

"It needs to include ... Be
accurate, complete and
follow our process."



3 OWNERSHIP

*Clarify who
owns what.*

Confirm who is
responsible, what
decisions they can make
and when to escalate.

EXAMPLE LANGUAGE

"You own this decision. Bring
me in if the cost exceeds ____
or the timeline changes."



4 FOLLOW-UP

Plan to check-in.

Agree on how and when
you'll connect, review
progress and adjust as
needed.

EXAMPLE LANGUAGE

"Let's check in on... I'm
here to help if you run into
anything."



5 CHECK GRASP

*Confirm
understanding.*

Ensure clarity, answer
questions and agree on
interpretation.

EXAMPLE LANGUAGE

"What questions do you have?
Can you walk me through
how you'll approach this?"

FROM VAGUE TO CLEAR

"Do this by Friday."

"Please submit the report by Friday,
5:00 p.m."

"Make it accurate."

"Verify all numbers and sources
before submitting."

"Follow the process."

"Follow the Purchasing Process;
steps 1 through 5."

"Let me know if you need anything."

"If you have questions or hit a
roadblock, reach out right away."

"Check in sometime."

"Let's review progress together on
Wednesday at 10:00 a.m."

FROM VAGUE TO CLEAR

BE SPECIFIC

Specific expectations lead to specific results.

CHECK UNDERSTANDING

Confirm understanding to avoid assumptions and rework.

STAY CONSISTENT

Consistent messages build trust and clarity.

FOLLOW THROUGH

Follow up, provide feedback and remove roadblocks.

SUPPORT SUCCESS

Be a resource. Help your team succeed.



HERE TO HELP.

We succeed when
we communicate
clearly and support
each other.