

# 1 CLEAR EXPECTATIONS



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Our leaders consistently set a vision & communicate out our clear expectations.  
- We encourage our people to challenge & ask when things are not clear

## WHY THIS IS A PBS LEADERSHIP FUNDAMENTAL?

Clarity in expectations sets the foundation for success. When leaders communicate expectations effectively, teams understand their roles, responsibilities, and goals. This reduces confusion, enhances accountability, and ensures alignment with organisational objectives.

Unclear expectations lead to wasted effort, misalignment, and frustration. A leader's ability to define and communicate expectations directly impacts team performance, morale, and overall efficiency. High-performing teams thrive on clarity - they know **WHAT** needs to be done, **WHY** it matters, and **HOW** success is measured.

## GUIDANCE TO SUCCEED

- ✓ **Be precise and specific** – Vague instructions lead to varied interpretations. Clearly define what success looks like and outline non-negotiables. Objective setting is critical and a standard expectation of PBS Leaders.
- ✓ **Use multiple communication methods** – People absorb information differently. Reinforce expectations through verbal discussions, written documentation, and hands-on demonstrations where possible.
- ✓ **Align expectations with company values and strategic goals** – Teams perform better when they see how their work connects to a bigger purpose. Make it clear how their responsibilities contribute to broader objectives. At PBS we have a appraisal process which measures our performance against our core values.
- ✓ **Reinforce expectations consistently** – A one-time message isn't enough. Regularly revisit and refine expectations during meetings, check-ins, and performance discussions.
- ✓ **Encourage two-way communication** – Set expectations collaboratively where possible. Ask for input from your team to ensure clarity and commitment rather than just compliance.
- ✓ **Model the behaviour you expect** – Your team will look to you as a benchmark. If punctuality, safety, or a strong work ethic are expected, demonstrate those values consistently.

## TACTICS

- 📌 **Use SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound)** – Goals that lack clarity create uncertainty. Ensure every objective follows the SMART framework.
- 📌 **Develop “What Good Looks Like” (WGL) examples** – Provide real-world examples of high performance to help team members visualize success.
- 📌 **Have team members repeat expectations in their own words** – This confirms understanding and provides an opportunity for clarification before misalignment occurs.
- 📌 **Document key expectations for easy reference** – Whether it's a playbook, a checklist, or a simple shared document, having a written reference helps reinforce consistency and accountability.
- 📌 **Regularly review and refine expectations** – Business needs change, and so should expectations. Schedule periodic reviews to ensure expectations remain relevant and achievable.
- 📌 **Give early course corrections** – Don't wait for a performance review to clarify expectations. Address misalignment as soon as possible to prevent bad habits from forming.  
By setting clear expectations, leaders create a high performing, engaged, and confident team that knows what's required to succeed.

