

Generative AI Powered Goal-Setting Experience

Where Personal growth aligns with Organizational Success and a better future



The Story

? Are we helping **employees grow** — or just asking them **to fill forms**?

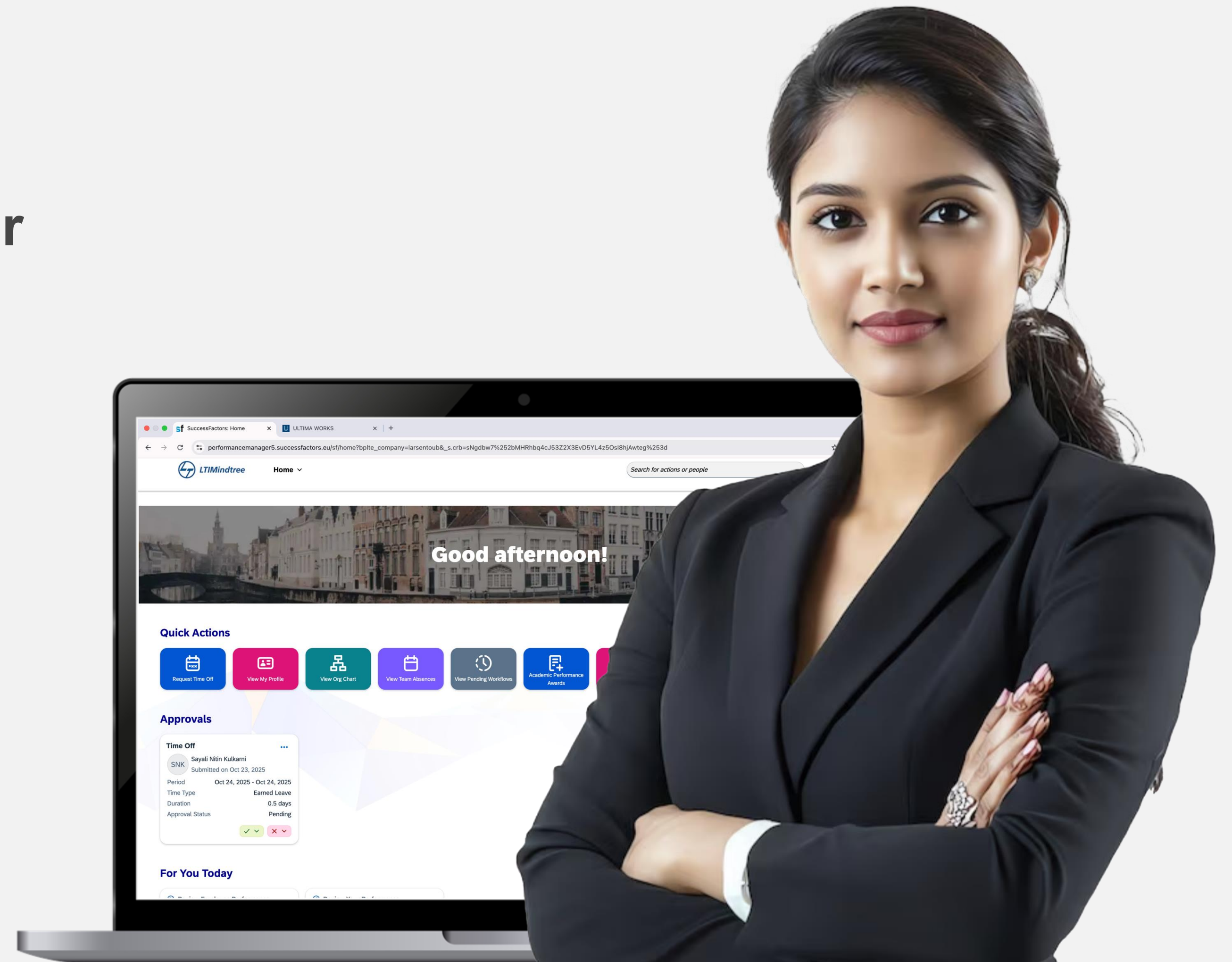
We grow as an organization when our people grow.

Goals are meant to guide that growth — helping every individual build skills, take on challenges, and move toward the next milestone.

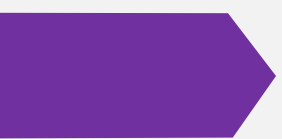
But in reality...

- Many struggled to articulate meaningful goals
- Managers lacked visibility and clarity
- Alignment with org priorities was inconsistent
- The process felt overwhelming and time-consuming

The intention was right — but the experience held us back.



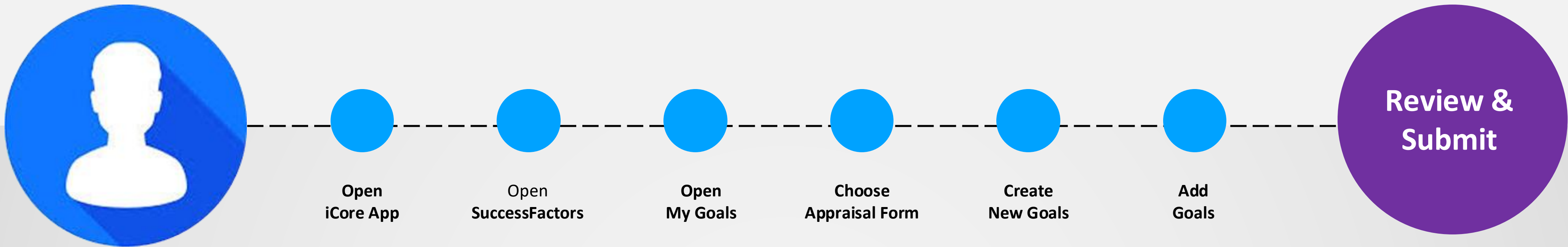
This question led to the **creation of the Goals App** — A unified, transparent, and growth-focused way to set goals with clarity, track progress continuously, and align individual ambition with organization vision.



The Core Problem

Traditional goal-setting had become:

Complex and Lengthy Workflows And takes Multiple hours to complete tasks



Challenge	Impact
Effort-heavy & confusing	Delayed completion & low engagement
Limited guidance for employees	Employee were not assisted to write/choose goals which aligns with their role, grade, skill path & business priorities
Alignment depended on manager interpretation	Alignment depended on manager interpretation
Complex approvals & rework	Complex approvals & rework
Third Party Systems	Due to limited flexibility — changes were not in our control because of upgrade dependencies

The Generative AI Experience

New Experience
Powered by RAIma- AI BOT



Ask RAIma to
Show My Goals
Using ULTIMA



Request RAIma
To recommended
Goals as per
your role, grade



Choose, Enhance
Suitable goals



Review & Submit

That too in Just
30 Mins...

Key Innovations

- **Embedded directly inside the Enterprise Workspace** — no extra tools or learning curve.
- **AI Goal Companion** — a natural conversational flow to *create, edit, and refine* goals.
- **SMART Goal Recommendations** auto-aligned to **role, grade, BU priorities & skill growth paths**.
- **AI Rewriter** converts vague statements into **measurable, outcome-driven goals**.
- **Intelligent Goal Carry-Forward** brings forward **only relevant & unfinished** goals — not everything.
- **Dynamic Weightage Suggestions** to balance **business outcomes and skill development**.
- **Manager Assist** helps leaders review, calibrate, and approve goals with clarity and consistency.
- **Ensures Enterprise → Function → Team → Individual alignment** *by design*, not by enforcement.

Value Realization

Impact Area	Before	After
Goal completion time	3-4 hours	30 mins
On-time submissions	<50%	~82% much before time
New employees completing smoothly	–	35%
Manager time saved	–	80,000+ hours
HR escalations	Frequent	Near zero

Highlights:

- First time in company history: all associates completed goals ahead of time
- Significant boost in alignment, compliance, and engagement
- CHRO endorsement & organization-wide adoption

Reclaiming sizeable amount of productive hours

*approx. 2.5 hours saved for each associate

 **Better experience + faster cycles → improved adoption.**

My Goals

Home Screen

Upon entering, the user receives a warm welcome along with a concise summary of where they currently stand in the goal-setting journey, helping them quickly understand what to do next.

ULTIMA

WORKS

Ask RAIma

Light

Akshay Jung Bahadur

Senior Principal - Interactive

App Center

Engage

Connections

Help

iSupport

v3.2.8

My Goals

My Goals

Akshay Jung Bahadur ()

Introducing a Smarter, Faster & Secure way to create your FY26 goals – Powered by AI !

My Team

Status

Minimum no. of goals

1

No. of goals added

5

Goal submission status

Submitted

Last date of submission

30th June 2025

Goals for FY26

1

(Mandatory Goal) Complete all mandatory trainings/refreshers assigned during the Financial Year

2

Enhance Skills

Commit to improving skills by taking online courses or attending workshops 2 focused core skills one Non Core. Aim to complete at least one course every quarter to stay updated.

10%

3

Team Development

Build a strong design team.

15%

4

Guidance

Educate and mentor the design team.

10%

5

Leadership

Lead as Chief Design Officer for ET.

20%

6

Project Management

45%

Add Goal

Limit the number of goals to not more than 7 . The mandatory goal assigned to you to complete all mandatory trainings/refreshers during the FY does not have any weightage associated with it.

Microsites

AI Hub

Policies

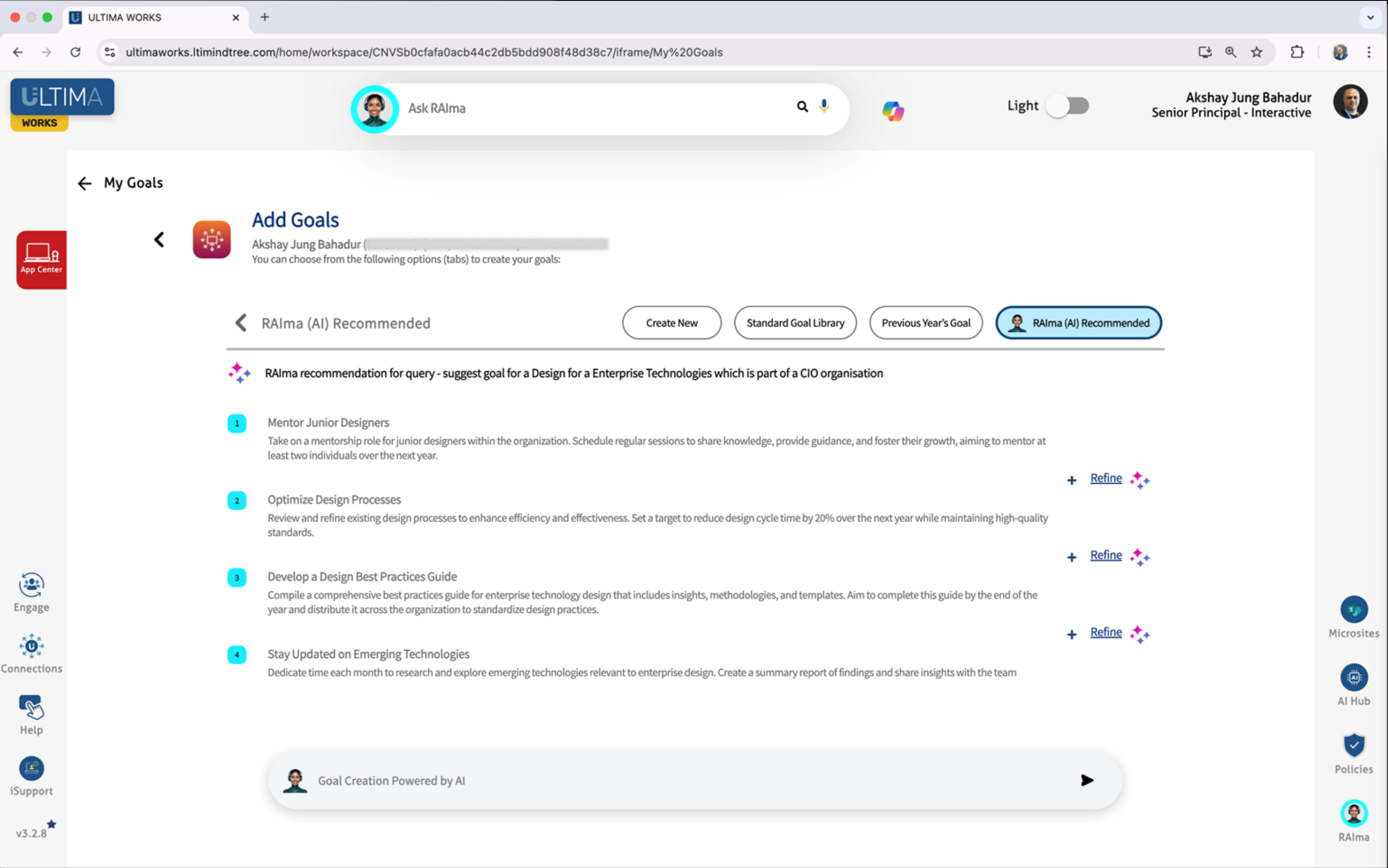
RAIma

My Goals

Add Goals

Your Way to Create Meaningful Goals

On this screen, users are empowered to shape their goals in the way that suits them best. They can start fresh, select goals recommended by the organization, revisit successful goals from previous years, or simply ask the AI Goal Companion to generate smart goal suggestions tailored to their role and skill path. Every goal remains editable, so users can refine wording, adjust outcomes, and rewrite statements until they feel confident and committed.



My Goals

My Team, Managers View

The *My Team* screen offers managers a centralized view to review, track, and support their team’s goal-setting progress. Managers can easily monitor the status of goal submissions, view individual goals instantly without navigating to SuccessFactors, and identify any goals that require alignment or clarification. From here, they can schedule one-on-one conversations, request updates, and provide timely guidance to ensure that every team member’s goals are meaningful, realistic, and aligned with business priorities.

ULTIMAWORKS

Ask RAIma

Light

Akshay Jung Bahadur
Senior Principal - Interactive

← My Goals

App Center

My Team

Akshay Jung Bahadur

Introducing a Smarter, Faster & Secure way to create your FY26 goals – Powered by AI !

3

1

2

0

Total

Approved

Pending for Approval

Not Submitted

Reset All

Search

Name	PS Number	BU	Designation	Salary Grade	Location	Goal Status	Schedule Meeting
Ashritha N		ENT	Senior Specialist - Software Engineering	P4	Bengaluru-Global City Kengeri-Ph 2	Approved	
Kavya P		ENT	Senior Product Engineer	P2	Bengaluru-Global City Kengeri-Ph 2	Pending for Approval	
Sayali Kulkarni		ENT	Senior Software Engineer	P2	Pune-Godrej Eternia Shivajinagar	Pending for Approval	

Engage

Connections

Help

iSupport

v3.2.8

Microsites

AI Hub

Policies

RAIma

Getting to the
Future. Faster.
Together.

