(#170) Dear Management:

October 21, 2019

What is your definition of goal posts?  
  
Here's mine:  Two vertical posts affixed to the ground, usually connected by a crossbar. Often used in team sports to score goals.  
  
FYI - The MOST important word in that definition being "affixed"...  
  
So in other words, QUIT moving the goal posts!  
  
Why?  
  
Because moving the goal posts, changes the rules and aims of the situation.  You make things more difficult for your team to actually make a goal or if it was necessary, give an opposing objective.  
  
People need wins.  They need a strong pace to that win... they need motivation.  
  
Moving the goal posts constantly... simply distracts employees.    
  
Distracted employees soon become discouraged employees.  
  
Discouraged employees QUIT caring...  
  
And THAT, is not good people.  
  
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