



# BAM Business Sets Realistic and Attainable Performance Targets

## Case Study #20

### Scenario

**BAM business is a fair and reasonable employer, paying above minimum wage and rewarding employees justly for good performance.** It holds employees accountable for poor performance and helps them improve. BAM business sets reasonable and attainable targets for its employees.

The story of Wells Fargo highlights the consequences of unrealistic sales goals. Between 2002 and 2016, **Wells Fargo pressured employees to meet unrealistic sales targets, leading to thousands of employees providing millions of accounts or products to customers under false pretenses or without consent.** The bank collected millions of dollars in fees and interest to which it was not entitled, harming customers' credit ratings and misusing their sensitive personal information.

Wells Fargo's focus on sales volume and annual sales growth led to a culture of unethical practices. Employees were fired for not meeting "impossible" quotas, and the bank was fined \$185 million by the Consumer Financial Protection Bureau, the Los Angeles City Attorney, and the Office of the Comptroller of the Currency.



**Romans 13:9 reminds us that "love does no harm to a neighbor."**

As BAM businesses, we must **prioritize the well-being of our employees and customers, setting realistic targets and promoting a culture of ethical practices.** This approach not only benefits employees and customers but also fosters a positive work environment and enhances the company's reputation. By prioritizing ethics and fairness, businesses can avoid scandals and build trust with their stakeholders. Unethical practices, on the other hand, can lead to severe consequences, including financial losses and damage to the company's reputation.

Supporting Bible Verse: Proverbs 21:5

### ROMANS 13:9

*For the commandments, "You shall not commit adultery, You shall not murder, You shall not steal, You shall not covet," and any other commandment, are summed up in this word: "You shall love your neighbor as yourself."*

### WHAT DO WE DO?

**What are the consequences of unrealistic sales goals on employees and customers?**



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## Exodus 5:17-18

But he said, "You are lazy, very lazy; for that reason you say, 'Let us go and sacrifice to the Lord.' So go now and work; for you will be given no straw, but you must deliver the quota of bricks."

## Reflection Questions:

1. How can BAM businesses set realistic and attainable performance targets?
2. What biblical principles guide your treatment of employees and customers?

**NOTES & REFLECTIONS:**

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