晨英语

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定目标：一集拿走 64 个地道职场表达

BBC Office English 第 26 集。从谈成就、体面说弱点到 SMART 定标，64 个关键表达与视频精讲完全对应，全部来自对话原文，附中英对照台词。

本篇收获

64 个关键表达速查 | 5 个精选深讲 | 10 个扩展短语 | 完整原声音频 | 中英对照台词全文

绩效评估前夜，表格里「本年度目标」一栏还是空白——定目标难的不是写，是写一个年底真能衡量、又不会被自己废掉的目标。这一集从绩效评估（performance reviews or appraisals）讲起：谈成就怎么用数字和证据 back up，谈弱点怎么换成「我经验不足」的体面说法，最后用 SMART 五维度（specific、measurable、achievable、relevant、time-based）把目标钉死。64 个关键表达全部来自对话原文，按「从评估到定标」分好组；目标不是许愿，是可以验收的承诺。

01 精选深讲

1. performance reviews or appraisals · 绩效评估 —— 本集题眼。Pippa 的语境：*"most organisations have performance reviews or appraisals and this is where they'll expect you to set goals"*（大多数组织都有绩效评估，他们会期望你在那时设定目标）。两个词同义：performance review 偏「复盘表现」，appraisal 偏「评定等级」，很多公司混用。它是本集全部话术的舞台——谈成就、谈弱点、定目标，都发生在评估面谈里。

2. go above and beyond · 超越本职 —— Pippa 的表述：*"where you maybe go above and beyond, you do more than other people"*（你也许超越了本职——做得比别人多）。EP04 老朋友回归：绩效评估里它是「超出预期」的标准说法，自带参照系（beyond＝越过那条「本职」线）。固定结构 go above and beyond 三词一个不能少；比 work hard 更有说服力。评估、简历、面试全通用。

3. SMART targets · SMART 目标 —— Phil 的定义：*"it's an acronym. Each of the letters stands for a particular word"*——*"specific, measurable, achievable, relevant and time-based"*（具体、可衡量、可实现、相关、有时限），并且 *"these are supposed to be the things that will make a target more effective"*（这些维度能让目标更有效）。Pippa 的反例极有说服力：没有这些维度的目标，*"don't have a real way of knowing whether we have achieved them"*（年底没法知道达没达成）。

4. address this issue · 解决这个问题 —— Pippa 的坦诚句：*"I know I need to address this issue"*——她注解：*"address just means fix"*，并点出妙处：*"saying this yourself before your manager says it... shows that you recognise the things that you're not as good at"*（自己先说，表明你认识到自己不擅长的方面）。address 比 fix 正式——「着手处理」；绩效评估、客户投诉、邮件全通用。语法：直接接宾语，别加 to。

5. build on that · 在此基础上继续 —— Phil 的定目标起手式：*"start by looking at what's gone well and then think, how can you build on that?"*（先看哪些做得好，再想怎么在此基础上继续）——接 *"take the skills and knowledge that you've developed and make things even better"*。EP21 的 build on our previous successes 在这里变成通用方法论：目标不必凭空另起炉灶，从优势延伸最稳。介词 on 固定；与 build up（积累）方向不同。

02 一、开场：目标与心态

词条	中文释义	原文例句
goals for your career	职业目标	"Do you have goals for your career?"
a sense of optimism	乐观精神	"good to have a sense of optimism"
realistic	切合实际	"make sure your goals are realistic"
disheartening	令人挫败的	"it can be disheartening if you don't achieve"
progress in your career	职业进阶	"help you progress in your career"
your podcast guide to the world of work	职场世界播客指南	"your podcast guide to the world of work"

03 二、目标为什么重要

词条	中文释义	原文例句
goals are important at work	目标在工作中重要	"Do you think goals are important at work?"
career or job goals	职业或工作目标	"today we're talking about career or job goals"
motivate yourself	激励自己	"you can motivate yourself"
improve your performance	提升表现	"to improve your performance"
something to aim for	可以瞄准的东西	"good to have something to aim for"
quite repetitive	挺重复的	"your job is quite repetitive"
performance reviews or appraisals	绩效评估（本集题眼）	"most organisations have performance reviews or appraisals"
set goals for yourself	为自己设定目标	"expect you to set goals for yourself"
that formal performance review process	正式的绩效评估流程	"talk about that formal performance review process"

04 三、绩效评估与目标设定

词条	中文释义	原文例句
your achievements	你的成就	"talk about your achievements"
going well at work	工作里进展顺利	"what's been going well at work"
made real progress in...	取得了实实在在的进步	"I've made real progress in..."
How would you do this, Phil?	你会怎么做?	"How would you do this, Phil?"
particularly good at	特别擅长	"you think you're particularly good at"
go above and beyond	超越本职（本集题眼）	"where you maybe go above and beyond"
excel at	特别擅长	"one thing I think I excel at is..."
particularly proud of	特别自豪	"I am particularly proud of this"
list evidence	列出证据	"you might need to list evidence"
a certain figure	某个数字	"in a certain figure, or maybe a project"
the 20% increase	20% 的增长	"I'm particularly proud of the 20% increase"
back up	支撑、佐证	"use as evidence to back up the fact"
what you could improve	可以改进的地方	"expected to talk about what you could improve"

05 四、谈成就：进步、擅长与证据

词条	中文释义	原文例句
weaknesses	弱点	"difficult to talk about our weaknesses"
stressful performance review	压力山大的绩效评估	"in that stressful performance review"
a slightly different way	换一个角度	"think about this in a slightly different way"
through no fault of your own	不是你的错	"through no fault of your own"
I'm not spending much time working on...	我在……上花的时间不多	"I'm not spending much time working on..."
more experience with that	多积累经验	"I'd love to have more experience with that"
how your manager can help you	经理能怎么帮你	"how your manager can help you as well"
support and training	支持和培训	"with the right support and training"
I'm finding sales really stressful	销售压力很大	"I'm finding sales really stressful"
some more training	多一些培训	"some more training so that I feel really confident"
feel really confident	很有信心	"so that I feel really confident"
address this issue	解决这个问题（本集题眼）	"I know I need to address this issue"
recognise	认识到	"shows that you recognise the things"
set some goals for the next year	为下一年设定目标	"set some goals for the next year"
address just means fix	address 就是 fix	"address just means fix"

06 五、谈弱点：换一个角度

词条	中文释义	原文例句
talk about goals at work	谈工作目标	"talk about goals at work, Phil?"
what's gone well	做得好的	"looking at what's gone well"
build on that	在此基础上继续	"how can you build on that?"
skills and knowledge	技能和知识	"the skills and knowledge that you've developed"
it might be training	可能是培训	"it might be training"
support from your line manager	来自直属经理的支持	"support from your line manager"
the things that you find difficult	你觉得困难的事	"spend more time on the things that you find difficult"

07 六、请经理帮忙与坦诚

词条	中文释义	原文例句
SMART targets	SMART 目标（本集题眼）	"talked about is SMART targets"
an acronym	首字母缩略词	"it's an acronym"
specific, measurable, achievable, relevant and time-based	具体、可衡量、可实现、相关、有时限	"which are specific, measurable, achievable, relevant and time-based"
more effective	更有效	"make a target more effective"
unrealistic goals	不切实际的目标	"we might make unrealistic goals"
a real way of knowing	真正知道的办法	"a real way of knowing whether we have achieved them"
actually measure	真正衡量	"a goal that you can actually measure"
followed it through from the beginning to the end	从头跟到尾	"followed it through from the beginning to the end"
a 10% increase on sales	销售额增长 10%	"making a 10% increase on sales"
at the end of the year	今年年底	"at the end of the year, have I done it or not?"
sounds very SMART	听起来非常 SMART	"that sounds very SMART"
That's it for this episode	本期就到这里	"That's it for this episode of Office English"
keeping everyone happy at work	让职场每个人都满意	"keeping everyone happy at work"
See you then.	到时见。	"See you then."

08 七、定目标：build on 与改进

词条	中文释义	原文例句

09 八、SMART 目标与示范

词条	中文释义	原文例句

10 扩展表达（未入选核心清单，但同样值得收）

词条	中文释义
push you forward	推动你前进
achievements	成就
think really big	想得很大
for the year ahead	为接下来的一年
general conversations	一般对话
targets are often about improvement	目标往往关乎进步
a particular sport or activity	某项运动或活动
a project that you've completed	你完成的项目
a real way of knowing	真正知道的办法
keeping everyone happy at work	让职场每个人都满意

11 串词成段

64 个词放回一场真实的绩效评估，是这样的：

Appraisal season. The form asks two questions. First, your wins: "**this year I've made real progress in** reporting" — and **back it up**: "**the 20% increase** in dashboards delivered." Or lead with strength: "**one thing I think I excel at is** untangling messy data," where you **go above and beyond**. Then the harder box: weaknesses. Don't say "**I'm really bad at my job**" — reframe it: "**I'm not spending much time working on** sales **through no fault of my own**, and **I'd love to have more experience**." Offer the fix yourself: "**I know I need to address this issue**" — **before your manager says it**. Now set the goal: start from **what's gone well** and **build on that** — **take the skills and knowledge** you've **developed** and **make things even better**. Want it to **sound very SMART**? Make it **specific, measurable, achievable, relevant and time-based**: "**by the end of the year**, I will have **followed a new project through from the beginning to the end**, **making a 10% increase on sales**." At next year's review, the answer to "have I done it or not?" is written — measurably — in the form.

参考译文：评估季来了。表格问两个问题。第一，你的成绩：「今年我在报表方面取得了实实在在的进步」——并佐证：「交付的看板数量增长了 20%。」或者从强项说起：「我觉得我特别擅长的一件事，是理清乱糟糟的数据」——那个你超越本职的领域。然后是更难的格子：弱点。别说「我这份工作做得很糟」——换个说法：「这不是我的错，但我在销售上花的时间不多，我很想多积累一些经验。」自己把修正方案端出来：「我知道我需要解决这个问题」——赶在经理开口之前。现在定目标：从做得好的出发，在此基础上继续——把你已经发展的技能和知识拿出来，让事情更好。想让它「听起来非常 SMART」？让它具体、可衡量、可实现、相关、有时限：「到今年年底，我将负责一个新项目并从头跟到尾，使销售额增长 10%。」明年评估时，「做没做到」的答案已经被可衡量地写在了表格里。

一句话带走

定目标的顺序：先 made real progress in（用证据谈成就），再体面地说弱点（不是 fault，是缺经验），最后 SMART 五问锁死——specific 到 time-based 各打一勾，目标就从愿望变成了承诺。

▼ 完整台词（中英对照）

Pippa: Do you have goals for your career?	你有职业目标吗?
Becca: It is good to have a sense of optimism, because I think that that can really push you forward to certain achievements.	有点乐观精神是好事，因为它能真正推动你取得一些成就。
Georgie: I think it's important to make sure your goals are realistic, because it's easy to think really big, and then it can be disheartening if you don't achieve those things.	我觉得要确保目标切合实际，因为人很容易想得很大——达不到的话会很挫败。

Phil: In this episode of Office English, we'll talk about the language you need to help you progress in your career.

本期《职场英语》，我们聊帮你职业进阶所需的语言。

Pippa: Hello and welcome to Office English from BBC Learning English, your podcast guide to the world of work.

你好，欢迎收听 BBC Learning English 的《职场英语》，你的职场世界播客指南。

Pippa: I'm Pippa.

我是皮帕。

Phil: And I'm Phil.

我是菲尔。

Phil: You can find a transcript and subtitles for this podcast to read along with on our website.

你可以在我们的网站找到本期文稿和字幕，边读边听。

Pippa: So Phil, today we're talking about career or job goals.

那么菲尔，今天我们聊职业或工作目标。

Pippa: Do you think goals are important at work?

你觉得目标在工作中重要吗?

Phil: Um, it might depend on your job, but I think usually yes, they are, because they're a way that you can motivate yourself to improve your performance and to do more at work.

嗯，这可能取决于你的工作，但我认为通常是重要的——因为目标是激励自己提升表现、在工作中做得更多的方法。

Pippa: Mhm.

嗯哼。

Pippa: Yeah.

是啊。

Pippa: I suppose it's good to have something to aim for, especially if sometimes you feel like your job is quite repetitive.

我觉得有个可以瞄准的东西挺好——尤其有时你觉得工作挺重复的话。

Pippa: But more practically, most organisations have performance reviews or appraisals and this is where they'll expect you to set goals for yourself, for your job, maybe for your career as well, and for the work that you're going to do over the next year.

但更实际一点：大多数组织都有 performance reviews 或 appraisals（绩效评估），他们会期望你为自己、为工作、也许还为职业生涯设定目标——以及接下来一年的工作。

Phil: Yes.

对。

Phil: And today we're going to talk about that formal performance review process.

今天我们聊的就是正式的绩效评估流程。

Phil: But you could also use a lot of this language in general conversations about goals with your line manager and to set your own goals.

不过这些语言你也可以用在和 line manager（直属经理）关于目标的一般对话里，以及给自己定目标时。

Pippa: OK.

好。

Pippa: One thing you're often expected to do at your performance review is to think and talk about your achievements, about what's been going well at work.

绩效评估中你经常被要求做的一件事，就是思考并谈谈你的成就——工作中进展顺利的部分。

Pippa: How would you do this, Phil?

你会怎么做，菲尔?

Phil: Well, yeah, you probably want to identify the areas that you feel have been strong or that you feel, particularly targets are often about improvement rather than just achievement.

嗯，你大概想找出你觉得表现强势的领域；特别是因为，目标往往关乎「进步」而不只是「成绩」。

Phil: So it might be 'this year I've made real progress in...' and then you mention an area where you think you've got better at doing something.

所以你可以说：this year I've made real progress in...（今年我在……方面取得了实实在在的进步），然后提到一个你觉得自己做得更好的领域。

Pippa: Yeah.

对。

Pippa: You also might want to talk about the areas that you think you're particularly good at doing something.

你也可能想谈谈你觉得自己特别擅长的领域。

Pippa: So where you maybe go above and beyond, you do more than other people.

也就是你也许 go above and beyond（超越本职）、比别人做得多的地方。

Pippa: So you could say something like, 'one thing I think I excel at is...' and excel just means do really well.

所以你可以说：one thing I think I excel at is...（我觉得我特别擅长的一件事是……）——excel 就是「做得非常出色」。

Phil: Yes.

对。

Phil: And you can talk about areas where you feel particularly proud of your achievements.

你还可以谈谈你对自己的成就感到特别自豪的领域。

Phil: You say, 'I am particularly proud of this' or something else.

你可以说：I am particularly proud of this（我为此特别自豪）之类的。

Phil: What can be quite useful here, depending on where you work, but you might need to list evidence for the things that you're saying.

这里相当有用的一个做法（取决于你的工作单位）：你可能需要为你说的话列出证据。

Phil: So you might be 'I'm particularly proud of the 20% increase...' in a certain figure, or maybe a project that you've completed, um, that you can use as evidence to back up the fact that you've achieved something.

比如你可以说：I'm particularly proud of the 20% increase...（我特别自豪的是 20% 的增长……）——某个数字上的，或者你完成的一个项目，用它作为证据，来支撑「你取得了成绩」这个说法。

Phil: Of course, when looking at your performance, you'll also be expected to talk about what you could improve.

当然，审视你的表现时，你也会被要求谈谈可以改进的地方。

Phil: Now, this can be really helpful to prepare you to set some goals for the year ahead, but it can be difficult to talk about our weaknesses, though.

这其实很有用，能帮你为接下来的一年设定目标；但要开口谈我们的弱点，挺难的。

Pippa: Yes, I think often we don't like to show weaknesses at work, and especially in that stressful performance review.

对，我们常常不喜欢在职场暴露弱点，尤其是在那种压力山大的绩效评估里。

Pippa: You don't want to kind of say, 'oh, I'm really bad at my job'.

你不会想说「哦，我这份工作做得很糟」。

Pippa: Um so you could think about this in a slightly different way.

所以你可以换一个 slightly different（略微不同）的角度来想。

Pippa: So think about what you haven't had much experience in through no fault of your own.

想想哪些事你「没什么经验」——但 through no fault of your own（这不是你的错）。

Pippa: So for example, you could say, 'I'm not spending much time working on...' sales, for example, 'and I'd love to have more experience with that'.

比如你可以说：I'm not spending much time working on... sales（我在……销售上花的时间不多），and I'd love to have more experience with that（我很想多积累这方面的经验）。

Pippa: Think about how your manager can help you as well.

也想想你的经理能怎么帮你。

Phil: Yeah, and it also can be something that you'd like more help or support with.

对，还可以是你希望得到更多帮助或支持的事。

Phil: So you might, you might want to talk about something, it might be worth talking about something that you're finding very stressful, but that you think with the right support and training, you can improve at.

你也许想谈一件让你觉得非常有压力的事——但你认为，只要有合适的支持和培训，你就能进步。

Pippa: Hmm.

嗯。

Pippa: Yes, you could say 'I'm finding, I'm finding sales really stressful.

对，你可以说：I'm finding sales really stressful.（我发现销售工作压力很大。）

Pippa: It would be great to have some more training so that I feel really confident.' And there could be something that you know you need to work on so you can be honest about this.

It would be great to have some more training so that I feel really confident.（如果能多一些培训就好了，这样我就会很有信心。）另外也可能有你明知需要处理的事，那就可以坦诚说出来。

Pippa: You say, 'I know I need to address this issue' and address just means fix.

你可以说：I know I need to address this issue（我知道我需要解决这个问题）——address 就是 fix（解决）。

Pippa: Um, saying this yourself before your manager says it can be useful in some organisations because it shows that you recognise the things that you're not as good at.

在经理开口之前自己先说，在某些组织里是有用的——因为这表明你认识到自己不那么擅长的方面。

Pippa: So having looked at what you're good at and what you can improve, you'll normally be asked to set some goals for the next year.

看完了你擅长的和可以改进的，接下来通常会被要求为下一年设定一些目标。

Pippa: How can we talk about goals at work, Phil?

菲尔，在职场里我们怎么谈目标?

Phil: Quite often, it's good to start by looking at what's gone well and then think, how can you build on that?

很常见的做法是：先看哪些事做得好，然后想——怎么在它之上继续?

Phil: How can you take the skills and knowledge that you've developed and make things even better?

怎么把你已经发展的技能和知识拿出来，让事情变得更好?

Pippa: Yeah, and you can also look at things you'd like to improve.

对，你还可以看那些你想改进的方面。

Pippa: How can you improve them?

怎么改进?

Pippa: As we said earlier, it might be training.

正如我们前面说的：可能是培训。

Pippa: It might be support from your line manager.

可能是来自直属经理的支持。

Pippa: It might be having a plan to just spend more time on the things that you find difficult.

也可能就是定一个计划，多花时间在那些你觉得困难的事上。

Phil: And now one of the things that you'll hear talked about is SMART targets and SMART, it's a, it's an acronym.

现在，你会听到人们谈到 SMART targets（SMART 目标）——SMART 是一个 acronym（首字母缩略词）。

Phil: Each of the letters stands for a particular word which are specific, measurable, achievable, relevant and time-based.

每个字母代表一个特定的词：specific（具体）、measurable（可衡量）、achievable（可实现）、relevant（相关）、time-based（有时限）。

Phil: And these are supposed to be the things that will make a target more effective if you set your goal in those terms.

如果你按这些维度设定目标，它们就能让目标更有效。

Pippa: Mhm.

嗯哼。

Pippa: Yes.

对。

Pippa: Because sometimes we might make unrealistic goals.

因为我们有时定的目标可能不切实际。

Pippa: We might make goals that don't have a real way of knowing whether we have achieved them.

我们可能定一些「没有办法知道到底达没达成」的目标。

Pippa: So all of these different aspects can help you make a goal that you can actually measure at the end of the year, have I done it or not?

所以这些维度能帮你定出一个年底真正可以衡量的目标：我做了还是没做?

Pippa: And so an example would be something like 'by the end of the year, I will have taken responsibility for a new project and followed it through from the beginning to the end, making a 10% increase on sales'.

举个例子：by the end of the year, I will have taken responsibility for a new project and followed it through from the beginning to the end, making a 10% increase on sales.（到今年年底，我将负责一个新项目并从头跟到尾，使销售额增长 10%。）

Phil: Oh yeah, that sounds very SMART.

哦对，这听起来就非常 SMART。

Pippa: That's it for this episode of Office English.

本期《职场英语》就到这里。

Pippa: Find more programmes to help you with your business English at bbclearningenglish.com.

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Phil: We'll be back next week to talk about keeping everyone happy at work.

下周我们聊怎么让职场里的每个人都满意。

Phil: See you then.

到时见。

Pippa: Bye. 再见。