



SETTING GOALS

Setting goals is a PROactive move rather than a REactive one. Goals are specific, realistic reminders of the accomplishments you visualize. They can be long-range, intermediate, or shortrange goals.

WHY IS A GOAL IMPORTANT?

Benefits are real; they are significant; they are relevant. They

- Give us direction
- Motivate us
- Make us feel good
- Help us visualize what is important
- Point out our strengths and weaknesses
- Help us make decisions
- Make us responsible
- Force us to set priorities
- Make us feel committed
- Develop group morale
- Measure progress
- Sharpen our leadership skills

REASONS PEOPLE DON'T SET GOALS

- Predictability – resist change
- Conditioning – habits
- Belief in miracles
- Fear of losing
- Fear of winning
- Over expectations

DEFINING GOALS

Your goals must be worded in a way that allows the following criteria to be met. You should write your goals using ACTION terms: to increase, to eliminate, to improve, etc. Check the wording of your goal. Is it clearly written?

SMART GOALS ARE:

- Specific
- Measurable
- Attainable
- Realistic
- Timely



Okay, now that we know what it has to be, how do you get to that point??

FOLLOW THE FRAME PROCESS (source: the Missouri Association of Student Councils summer workshop curriculum guide)

FANTASY – dream your wildest dream; brainstorm; put it all down on paper.

Ask yourself: What do I/we most want to accomplish?

REALITY – How badly do you want this dream? How hard are we willing to work? What are the risks? **BE HONEST** in assessing it.

AIM – Clarify the SMART areas of this goal. Is it attainable? Realistic? Etc.

METHOD – Plan your attack. Generate the possible ways to attain it and then narrow the alternatives. What steps do you need to take to accomplish your goal?

EVALUATION – Process your results. This is not the last step, but a continuous one to help you reach your goal. If you fell short, figure out what stopped you. Continue to modify and work on your goals.

SECRETS OF SUCCESSFUL GOAL SETTING

- Set both short-term and long-term goals.
- Write your goals down.
- Post them. Keep them with you.
- Revisit them on a regular basis.
- Focus on one or two goals at a time.

SETTING GOALS IN GROUPS

For a group to be truly effective, members must have a common focus or reason for belonging. Setting goals allows you to reach a common focus.

1. Brainstorm for possible goals.
 - Keep in mind the group's purpose
 - Discuss what the group should accomplish
 - Make sure everyone participates and all ideas are recorded
2. Set priorities among the goals.
 - Narrow the list down
 - Discuss the goals in relation to the group's needs
 - Rank the goals in order of importance
 - Achieve consensus on a few important and specific goals
3. Select activities/projects to help you achieve your goals.
 - Determine what needs to happen and then make short-term and long-term plans
4. Develop action plans.
 - This goes back to SMART goals.
 - In a group you also need to delegate responsibilities.



- Put steps in a chronological order if appropriate
- Set timelines/mini-deadlines

DEVELOPING AN ACTION PLAN

Each step of the plan is a specific task that must be completed to reach the larger objective. Setting goals is essential, but if you don't give yourself a plan to achieve them, they are all but worthless.

PEOPLE SUPPORT WHAT THEY HELP TO CREATE!

contributed by:

Kathy Daly

Retired Herff Jones Special Consultant

Former JEA Yearbook Adviser of the Year