



Defining Your Goal

May 9-10, 2017



If you don't know where you're going, you'll end up somewhere else! – Yogi Berra



- In 1979 a group of Harvard Business School students were part of a study in which they were asked, "Have you set clear, written goals for your future and made plans to accomplish them?"
- Only 3% of the graduates had **written goals and plans**; 13% had goals, but they were not in writing; and a whopping *84% had no specific goals* at all.
- Ten years later, the members of the class were interviewed again, and the findings, while somewhat predictable, were nonetheless astonishing.
- The 13% of the class who had goals were earning, on average, *twice as much* as the 84% who had no goals at all.
- The 3% who had **clear, written goals** were earning, on average, **ten times** as much as the other 97% put together.



*The first step to implementation –
switching from a passive state to being involved.*

- Increases Commitment
- Decreases Ruminative Thinking
- Provides Motivation
- Achieving Goals Makes You Happier



"It always seems impossible until it's done". - Nelson Mandela



Goal Setting Simulation

- “I’m going to save for a house down payment.”
- “I’m going to build a six-month emergency fund.”
- “I’m going to lose 20 pounds.”

And so goes the goals we set for ourselves...



SMART Goal Setting

Specific

SMART acronym was first written down in November 1981 in Spokane, Washington when George T. Doran, a consultant and former Director of Corporate Planning for Washington Water Power Company published a paper titled "There's a S.M.A.R.T. Way to Write Management's Goals and Objectives".

Measurable

Attainable

Relevant

Doran felt that it should also be understood that the suggested acronym doesn't mean that every objective written will have all five criteria. For example, not everything worth achieving is measurable.

Time Based

Over the years, people have substituted some of the original words with different terms that meet their specific needs. For our purposes, those words listed on the left will guide the Institute Teams through this process.



SMART Goal Setting

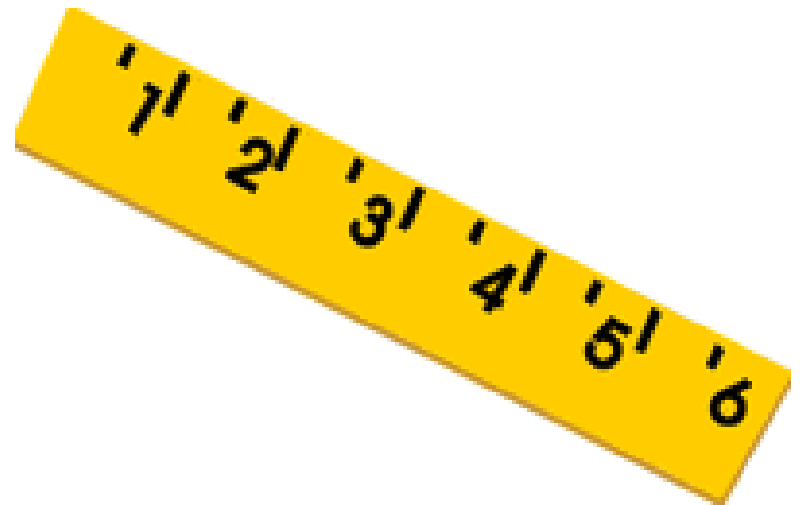
Specific – what, who, where and when

- “I want to sell 50 units in the next 30 days. I will know I have achieved my goal when I have sold the units, shipped them to the customers and received payment.”



SMART Goal Setting

- **Measurable** – applies to the end result and milestones (how much, how many, how often)



SMART Goal Setting

- **Attainable** – is this goal achievable? Does your team believe it can happen?



SMART Goal Setting

- **Relevant** – Does it relate to your purpose?



SMART Goal Setting

- **Time-based** – establish a time frame for your goal



Worksheet Activity

- As a team, work through the worksheet including as much detail as possible under each heading in the columns for 3-5 project goals.



Key Principles



- Your goals need to be defined in the context of your project's purpose
- Ensure your goal is a "key" goal – it should be a goal that will bring your team a disproportionate amount of progress
- Understand your motivations – make sure you are not chasing purposes imposed upon your team by others
- Start with long-term, then break down into shorter-term segments
- Set your goals as outcomes and not tasks – this will come later
- Use positive framing
- **Write them down!**



SMART Goal Setting Worksheet



- Work as a team to complete this worksheet for one goal that pertains to your project.
- You will use the worksheet in the next segment of the workshop
- You will be able to use this strategy to move your project forward between this workshop and the next.



Celebrate Along the Way

- Lastly, goals need to be celebrated.
- Before you embark on your journey towards your goal, taking time to strategically plan your celebration will help you tremendously.
- What does this look like for your team?

