

# For the "Advisor's Toolbox"

## Becoming Goal Oriented

Becoming goal oriented

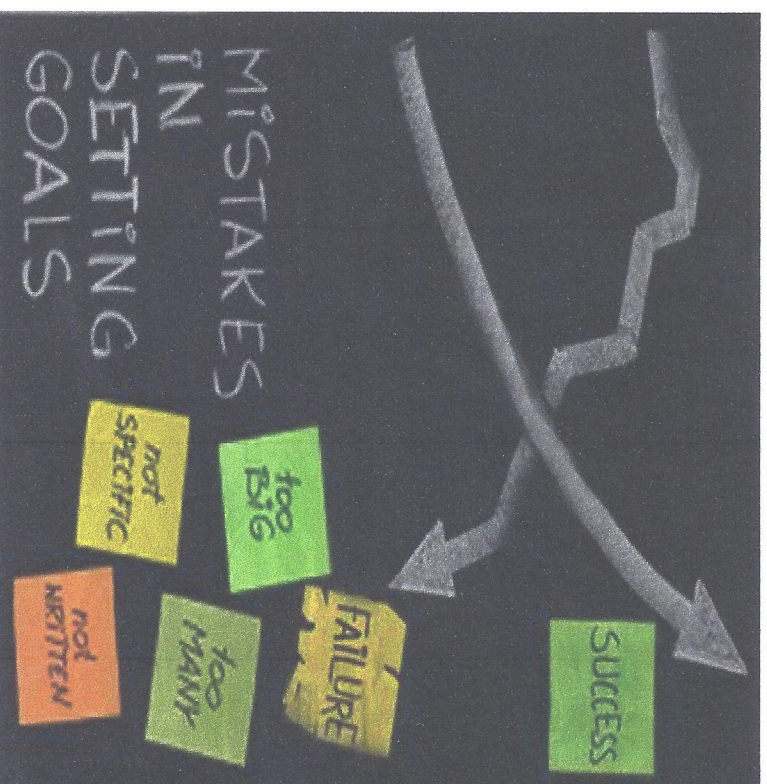
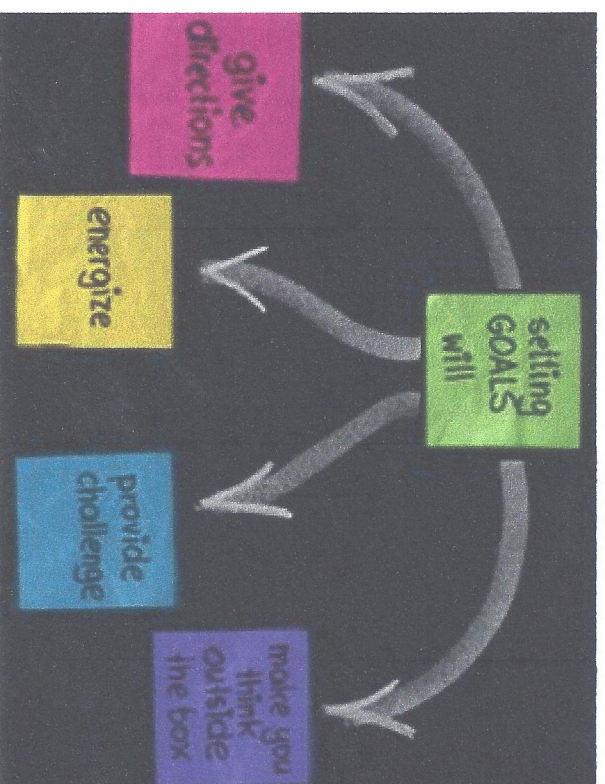
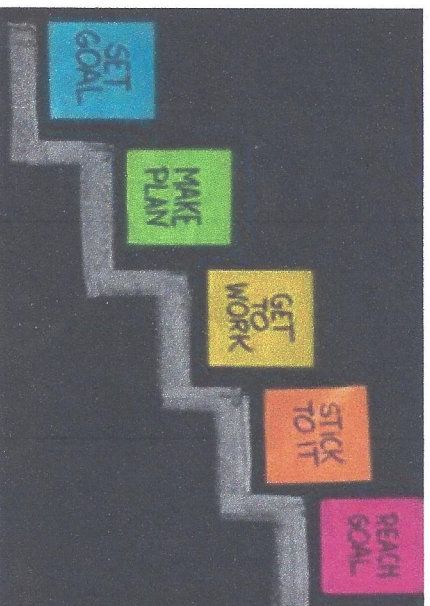
- Learn how to write good goals
  - they define what success will look like
- Goal setting teaches you where you are now, where you want to go and how to get there
- Goal setting makes you aware of your strengths
- Goal setting forces you to set your priorities
- Well written goals should be SMART:

Specific, Measurable, Attainable, Result-based, Time-qualified

- Written goals provide the foundation for evaluation

From: Making It a Great Year

A presentation developed by Tom Heethuis





# Creating S.M.A.R.T. Goals

## S Specific

- Goal statements are specific, precisely describing what will be achieved, where, and with whom.
- A specific goal has a much greater chance of being accomplished than a general goal.
- Be detailed; stay away from vague and confusing goals. Say exactly what you want to achieve.

## M Measurable

- Establish concrete criteria for achieving success, so you can check your progress toward the goal at any time.
- When you can measure your progress, you stay on track to reach your target.
- A measurable goal allows you to confirm your accomplishment by answering questions such as: "How many?", "How much?", and "How often?".

## A Attainable

- An attainable goal represents an objective toward which you are both willing and able to work; therefore, the goal can be both high and realistic.
- Challenge yourself – setting the bar high exerts greater motivational force; but don't overreach – assess your current strengths and resources.
- Attainable goals consider what conditions would be necessary for achievement, take action steps into account, and establish a time frame that allows for the completion of those steps.

## R Relevant

- A relevant goal is encompassed by the Vision, is aligned to a Strategy, and addresses a real business need.
- A goal is relevant if it has taken into account the trade-offs necessary for its achievement; as a result, it provides direction and sets priorities.
- Relevant goals bring previously overlooked opportunities into focus, and move you closer to the achievement of your long-term vision.

## T Timely

- A timely goal has an absolute deadline – fixed day, month, & year; or a relative deadline – fixed timeframe relative to another event.
- Timely goals are grounded in reasonable timelines, taking into account deadlines and other events that are necessary to achieve the goal.
- The deadline of a goal establishes its sense of urgency and sets plans into motion to bring about its achievement.

## S Specific

[1] \_\_\_\_\_

[2] \_\_\_\_\_

[1] Write an action word that describes what you want to do (e.g., increase, decrease, improve, expand, etc.),

[2] and the specific performance focus area (e.g., participation, awareness, funding, etc.).

## M Measurable

[3] \_\_\_\_\_

[4] \_\_\_\_\_

[3] Write the specific measure of where you are now (e.g., 200 members, 1 participant per school, \$100 fee, 2 times per year, etc.),

[4] and the specific measure of where you want to be (e.g., 300 members, 2 participants per school, \$75 fee, 2 times per semester, etc.).

## A Attainable

Adjust the other aspects of the goal until all answers are "Yes"

[a] Is this a challenging stretch goal?

Yes \_\_\_\_\_ No \_\_\_\_\_

[c] Do you have adequate resources?

Yes \_\_\_\_\_ No \_\_\_\_\_

[b] Does your group have the necessary skills?

Yes \_\_\_\_\_ No \_\_\_\_\_

[d] Have you given yourself enough time?

Yes \_\_\_\_\_ No \_\_\_\_\_

## R Relevant

[6] \_\_\_\_\_

Adjust other aspects until answers are correct.

[6] Which Strategy does this goal support?

[a] Is the goal encompassed by the Vision?

Yes \_\_\_\_\_ No \_\_\_\_\_

[b] Is the goal a "need to do" or a "nice to do"?

Need \_\_\_\_\_ Nice \_\_\_\_\_

## T Timely

[5] \_\_\_\_\_

[5] Write the date by which the goal must be achieved (e.g., September 2015; End of Spring Semester, before the next regional meeting, etc.).

Build your SMART Goal by following the prompts above, and writing the words in the appropriate spaces here.

Strategy: [6] \_\_\_\_\_

[1] \_\_\_\_\_ [2] \_\_\_\_\_  
from [3] \_\_\_\_\_ to [4] \_\_\_\_\_  
by [5] \_\_\_\_\_