



MANAGEMENT CONSULTING SERVICES

22 Paintedcup Court The Woodlands, TX 77380-1414

GOAL SETTING

"If one advances confidently in the direction of their dreams, and endeavors to live the life which they have imagined, they will meet with a success unexpected in common hours."

Henry David Thoreau

"If a man does not know where he is going in life he will only end up where he is headed."

Confucius

The most powerful tool of personal/professional leadership is the activity of setting goals. For ourselves, our family, our business, our future. Stephen Covey, in his book "The Seven Habits of Highly Effective People" says, "if we are serious about providing personal leadership for our lives we must *begin with the end in mind*" (Habit #2). So, why not begin everyday with the end in mind? Have you given any thought to where would you like to be in 3 years, 5 years, 10 years? Do you have a vision for your future? If you're concerned about your future, about where you're going to be in 3, 5, 10 years, it would be helpful to plan for your future.

The foundation of self-management and self-improvement is based on goal-setting. It is the essence and at the heart of almost every aspect of being successful. Without exception, the literature on personal effectiveness always discusses goal setting as the foundation upon which personal effectiveness is developed. The key is to create a balance between your roles and your goals and have them both fit under the umbrella of your personal values and vision of what your life is about.

The five (5) essential elements to successfully achieve your goals:

(This is referred to as the 'SMART' system)

1. **S**pecific statements about what you want to achieve.
2. **M**easurable results.
3. **A**chievable, yet challenging goals.
4. **R**ealistic goals.
5. **T**ime-related.

Relevant Pointers on Goal Setting

- o Goals should be set for both short-term (next 12 months) and long-term (next 3-5 years), and related to your personal, professional and spiritual existence.
- o Goals should be committed to paper, reviewed and updated periodically to remain consistent with your vision and values.
- o Goals should be defined within a range of possible outcomes only when you're unable to set a specific goal.
- o Goals should never be established for self-glorification, or at the expense of others.
- o Goal setting with others should always be done in a face-to-face setting.
- o Goal setting should include any qualified conditions pertaining to their achievement.
- o Goal setting can translated into confidence building.
- o Goals should only be shared with people you trust and respect.



The Components of Goal Setting

Tactics: Actions taken to carry out strategies.

Example: Identify and research twenty, or so, companies that you would enjoy working for.

Strategies: A means to achieve objectives.

Example: Prepare the appropriate resume materials for presenting at interviews.

Objectives: Milestones en-route to achieving goals.

Example: Follow-up each interview with a cordial letter to each person involved in your interview. When more than one person involved, each letter needs to be different and individualized.

Goals: Desired results that are measurable.

Example: State each goal in a positive, pro-active tense (e.g.: "I am employed as the (position title) by XYZ Company by 5 p.m., October 30, 2006.

As you can see, the process of goal-setting is very deliberate and structured. It requires an understanding of your personal, professional and spiritual values and the vision for your life. It also requires that you **be willing** to do whatever it takes to achieve your goals, as long as they are legal, moral, and ethical. The operative words in this commitment are '**be willing**'. You must possess a willingness to do whatever is required (this does not necessarily mean you will have to do anything - just be willing and ready to, if it is necessary) to achieve your goals.

The achievement of your goals will also require that you put forth time and effort. Without action, goals are merely fantasies. We all wish we were rich and famous and never had to work anymore. While this is a bit nebulous, it is nevertheless possible for anyone to achieve, if they are willing to put forth the time and effort to do what it takes to get there. Peter Drucker said, "most people don't plan to fail, they just fail to plan." We all need a 'blueprint' for our lives if we are to get what we desire. In the process it's important that we be flexible enough to respond to the changes, challenges and opportunities we are likely to encounter, in our commitment to achieving our goals.

AN ANALYSIS OF GOAL SETTING

1. **WHAT** is Goal Setting?
 - a. A fully defined plan for achieving your dreams.
 - b. An exercise to be repeated as often as is necessary (weekly, monthly, annually).
2. **WHY** should you set goals?
 - a. To assist you in the achievement or acquisition of something you desire.
 - b. To assist you in creating a foundation for success.
3. **WHO** should set goals?
 - a. Anyone who has a dream.
 - b. Anyone who is interested in being successful.
 - c. Everyone.



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4. **WHEN** should you start to set goals?
 - a. Daily, weekly, monthly, annually.
 - b. Now!
5. **HOW** do you set goals?
 - a. Start with a dream, or a vision of something you want in your life.
 - b. Commit these thoughts to paper.
 - c. Repeat these thoughts to yourself (to create a visual programming of your sub-conscious mind) as though you had already achieved these goals.
 - d. Review and update goals periodically to align them with any changes in your values and vision.

SUMMARY:

Goal Setting requires Structure: Start with a dream, and then identify the goal, objectives, strategies, and tactics to accomplish the desired results.

Goal Setting requires Content: See the 'SMART' system on Page 1.

Goal Setting requires Action: Armed with a positive attitude, create a plan, put forth the time and effort and measure your progress in the process of achieving your goals.