

Information Sheet - Institute of Welfare

Effective Goal Setting

When goal setting first became fashionable, people were told to 'Think big' and 'You can be whatever you want to be' or 'Have anything you want to have' which caused a great deal of excitement. It was a time of boom, and anything seemed possible. For some this was the case; for the majority, it just led to delusion. No-one had taught them how to set goals and their dreams of empires fell into the fire of procrastination, and for many of these people just the mention of the term 'Goal setting' will send them running.

Smart Goals

Smart goals are **specific** down to the last detail. If you cannot say exactly what it will look like, what it will do or how much etc, then look again until it is clearly defined. What will life be like upon completion of the goal? What is your motivation for attaining this goal? The 'Why' is more important than the 'What' in goal setting.

See it first in your mind; make it big, colourful and bright; bring it to life!

Start with the end in mind and write the goal down and refer to it daily. Place it somewhere that is prominent or write it on a card to be carried in your pocket, so every time you put your hand in your pocket you will be reminded of your goal.

Make sure this is your own goal. A goal to satisfy someone else's need, will fail to carry conviction. Make sure this is what you truly want, if not then redefine your goal; it must be something you really want.

Smart goals are **measurable**. Measuring a goal keeps you on track and will serve as a warning if you are chasing the wrong goal. Starting with the outcome in mind, list the required stages necessary for completion of the goal and set them as sub goals applying the same **smart** formula. Upon completion of the sub goals you can mark them off and know you are well on your way.

Smart goals are **achievable**. This is not to say that a goal should not be challenging but it has to be humanly possible and **realistic** to what you are capable of with the resources you have available to you now. A goal that is unachievable will soon be abandoned and disappointment will set in.

Smart Goals are **Time specific**. Without deadlines nothing is done. There is no motivation. So when you are defining your goal, make sure you include an expected completion date.

**Establish the 'What and why' - the 'how' will find a way.
Remember: Nothing happens without ACTION!**

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