

GOAL SETTING

1. A goal

- is a desired future condition
- can be long or short term
- is broad in focus
- is expressed in either quantitative or qualitative terms

2. Why are goals important?

- Goals are guides for action, and it is through group goals that the efforts of group members are planned and executed.
- Conflicts among members are resolved on the basis of what assists the organization in achieving its goals.
- Setting goals gives you an opportunity to review and evaluate what has been done and discuss problems.
- Goals provide a benchmark against which progress can be assessed.
- Goals provide targets toward which efforts can be directed.
- Goals are the motivating force in the behavior of group members. Without motivation, the group takes no action to achieve its goals.

3. “The good goal test”

- Are your goals stated in specific terms?
- Are your goals realistic, attainable and meaningful to your organization?
- Are your goals challenging enough?
- Are your goals task-oriented?
- Are your goals measurable so you know when you’ve accomplished them?
- Was there group participation in setting the goals?

4. Remember, if the goals are accepted, understood and desired by the organization, they can direct, channel, motivate, coordinate, energize and guide the behavior of group members. Share your goals with others!

5. Steps in goal setting

A. Brainstorm

1. Set a time limit (about 5-10 minutes) and ask someone to be a time keeper for the brainstorming session.
2. Ask someone else to record (on a sheet where all can see) all of the ideas mentioned during the brainstorming time.
3. Announce to the group that no idea is a bad/dumb idea and this session is really designed to get as many ideas out as possible. Encourage them NOT to take the time to explain things thoroughly/ask questions – there will be time for clarifying later - just get the ideas out during brainstorming.
4. After the time limit has expired, check-in with the group... is more time needed? Do they feel good about the ideas that are up there? If more time is needed, add a few minutes and repeat the process.
5. Once your group has a list of ideas, take a few minutes to let people clarify points that might be misunderstood or unexplained. This is the time for questions for further clarification.

GOAL SETTING (cont.)

B. Prioritize

1. Have the group place goals in order of importance – everyone should get an equal vote.
2. Remember to set goals that are achievable as well as challenging.

C. Develop a quality action plan

1. Have the group members identify the steps needed to accomplish the goal and write these down.
2. Put the steps needed to accomplish the goal in the order they need to be completed.
3. It is helpful to make sure your goals are incremental and measurable.
4. Set a deadline for each step to be accomplished and have members volunteer to complete these steps.

SMART GOALS

Goals need to be SMART. They need to be:

S - specific, significant, stretching

M - measurable, meaningful, motivational

A - agreed upon, attainable, achievable, acceptable, action-oriented

R - realistic, relevant, reasonable, rewarding, results-oriented

T - time-based, timely, tangible, trackable

This is one of the many handouts available to you. Feel free to meet with any Student Activities staff member for more details about this topic or any others related to leadership or your student organization. We also have open advising hours Wednesdays from 3 p.m. to 6 p.m. The Office of Student Activities is located in the University Center, on the 2nd floor. You can also ask questions by telephone at 503-370-6463 or email at wustudentinvolvement@gmail.com. Visit the website at www.willamette.edu/dept/osa. This document was adapted from the Office of Student Involvement and Leadership, University of Kansas.

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