

GOAL SETTING - READING MATERIAL

Objectives:

Learners will be able to:

- Understand what a goal is.
 - Set **SMART** goals.
 - Know the importance of setting goals.
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Setting goals can help you feel more fulfilled and achieve greater success in your professional life. Whether you need to complete a big project or pursue a new career, goal setting is essential to your success process.

Have you thought about what you want to be doing in five years or three months or any period of time? Are you clear about what your main objective is at the moment? Do you know what you want to have achieved by the end of the program?

What is a goal?

According to dictionary.com, a goal is a result or achievement toward which effort is directed.

If you want to succeed, you need to set goals. Goals give you focus and direction. Goal setting not only allows you to take control of your life's path; it also provides you with a benchmark for determining whether you are succeeding.

Example: Think about it: having a million in the bank is only proof of success if one of your goals is to get rich. But if your goal is to practice acts of charity, then keeping the money for yourself in the bank is contrary to how you would define success.

Types of goals

We have two types of goals:

- **Short-term goals:** These are small goals that you can achieve in the near future that will also help you achieve long-term goals. (e.g., a goal that one can achieve in a month or three months)

An example of a short-term goal could be:

- To start a business or have a good business plan by the end of the Jijali program.*
- To have a well-structured CV by the end of the Jijali program.*

- **Long-term goals:** Long-term goals are the big goals that you have for your life or career. These goals can take several years to achieve and are usually the culmination of several short-term goals. Having a supermarket or getting a job in your desired career are both examples of long-term goals.

Setting Your Goals for the Jijali Program

In the Jijali program, we have end-term goals depending on the module that an individual is taking, as shown below:

There are two modules in our program:

1. Entrepreneurship

This module was implemented from Phase 1 of the Jijali Program. The objectives/goals of this module are to:

- Start a business.
- Improve a business.
- Develop a business idea
- Improve a business idea.

2. Work Readiness

This module was also introduced in Phase 1 of the Jijali Program. The objectives/goals of this module are to enable the trainee to:

- Secure employment.
- Get a promotion.
- Choose a career path.
- Prepare for a career.
- Find a better job or change jobs.

From the main objectives above, you are required to set your own short-term goals that will lead to you achieving the main goal after going through the program. You should be able to come up with a 3-month plan of progressively smaller goals that will guide you into achieving the larger module goal. This is what's going to help you to improve the quality and realization of your goal setting. Make sure to review your plan, and make sure that it fits how you want to realise your in-program objectives.

As an example, let us take a close look at Kamau who recently graduated and has just joined the Jijali learning program. He decides to evaluate his in-program personal development goal – **To secure employment**. After determining what he wants to do, he decides to break it down into smaller manageable goals:

- **One-week goal:** "Conduct a self-assessment to determine my strengths, weaknesses & career path of interest."
- **Two-week goal:** "Talk to my mentor to determine what skills are needed to improve my employability for the path I have chosen & develop a SMART plan on how to acquire the discussed skills."
- **One-month goal:** "Engage with other trainees during group meetings to share personal development ideas & experiences in interviews, networking etc."
- **Three -month goal:** "Develop a well-structured CV, a cover letter and, apply for at least five job opportunities. Have a detailed & up-to-date LinkedIn profile etc."
- **Six-month goal:** "Complete one (or two) online skills training courses." (The Jijali program and one more)

Using another example, we can look at Kambua who has joined Jijali with the aim of **starting** her own **cosmetics business**. She decides to use the same criteria to break down her main goal into smaller achievable goals:

- **One-week goal:** "Set a clear and actionable Goals & Objectives checklist to establish what I need to do and how I will do it. Come up with a sustainable business name"
- **Two-week goal:** "Gain more awareness & understanding of the industry with the help of my mentor, to determine my business' capital investment, competitors, customer profile etc."
- **One-month goal:** "Device a data collection technique & capture basic consumer data, such as behavioural, engagements, attitudinal & geographical data"
- **Three-month goal:** "Have a foundation for my business in form of a well-prepared & clear business plan"
- **Six-month goal:** "Make at least 10 product sales through social media marketing"

How to set goals

1. Set Goals That Motivate You

When you set goals for yourself, it is important that they motivate you: this means making sure that they are important to you, and that there is value in achieving them. If you have little interest in the outcome, or they are irrelevant given the larger picture, then the chances of you putting in the work to make them happen are slim. Motivation is the key to achieving goals.

Set goals that relate to the high priorities in your life. Without this type of focus, you can end up with far too many goals, leaving you too little time to devote to each one. Goal achievement requires a commitment to maximising the likelihood of success. You need to feel a sense of urgency and have an "I must do this" attitude. When you don't have this, you risk putting off what you need to do to make the goal a reality. This, in turn, leaves you feeling disappointed and frustrated with yourself, both of which are de-motivating. And you can end up in a very destructive "I can't do anything or be successful at anything" frame of mind.

2. Set SMART Goals

You have probably heard of this term already. But do you always apply the rule? The simple fact is that for goals to be powerful, they should be designed to be **SMART**. There are many variations of what SMART stands for, but the essence is this – goals should be:

- **S**pecific.
- **M**easurable.
- **A**ttainable.
- **R**elevant.
- **T**ime-Bound

Set Specific Goals

Your goal must be clear and well defined. Vague or generalised goals are unhelpful because they don't provide sufficient direction. Remember, you need goals to show you the way. Make it as easy as you can to get where you want to go by defining precisely where you want to end up.

Example: Instead of setting a goal to get more revenue, for example, your goal might be to generate a revenue of 10 million by the end of the year. As a result, you have a clear aim and can

track your progress or adjust operations as needed. Look for ways to be specific when setting your goals.

Set Measurable Goals

Include precise amounts, dates, and so on in your goals so you can measure your degree of success. If your goal is simply defined as "To reduce expenses" how will you know when you have been successful?

For example, you will probably know if in one month's time you have a 1 per cent reduction in expenses or in two years' time when you have a 10 per cent reduction in expenses. Without a way to measure your success, you miss out on the celebration that comes with knowing you have achieved something.

Set Attainable Goals

Make sure that it's possible to achieve the goals you set. If you set a goal that you have no hope of achieving, you will only demoralise yourself and erode your confidence.

An effective goal is one that you will be able to achieve in a reasonable timeframe. Before you take any steps towards your goal, do some research to make sure it is feasible.

For example, if you were just hired into an entry-level position and your goal is to be company president within the year, refining your goal may be necessary.

Set Time-Bound Goals

Your goals must have a deadline. Again, this means that you know when you can celebrate success. When you are working on a deadline, your sense of urgency increases and achievement will come that much quicker.

3. Set Goals in Writing

The physical act of writing down a goal makes it real and tangible. You have no excuse for forgetting about it. As you write, use the word "will" instead of "would like to" or "might." For example, "I will reduce my operating expenses by 10 per cent this year," not "I would like to reduce my operating expenses by 10 per cent this year." The first goal statement has power, and you can "see" yourself reducing expenses, the second lacks passion and gives you an excuse if you get sidetracked.

4. Make an Action Plan

This step is often missed in the process of goal setting. You get so focused on the outcome that you forget to plan all the steps that are needed along the way. By writing out the individual steps, and then crossing each one off as you complete it, you'll realise that you are making progress towards your ultimate goal. This is especially important if your goal is big and demanding or long-term.

5. Stick with the Goal

Remember, goal setting is an ongoing activity, not just a means to an end. Build-in reminders to keep yourself on track, and make regular time-slots available to review your goals. Your end destination may remain quite similar over the long term, but the action plan you set for

yourself along the way can change significantly. Make sure the relevance, value, and necessity remain high.

Additional Resources

1. The importance, benefits and values of setting goals.

<https://positivepsychology.com/benefits-goal-setting/#:~:text=Setting%20goals%20helps%20trigger%20new,you%20don't%20properly%20manage>.