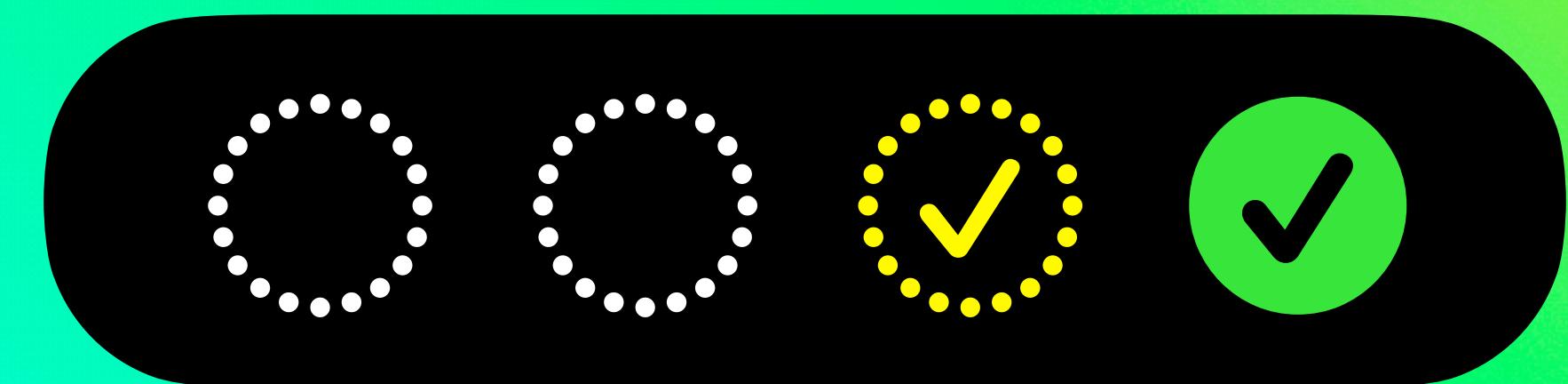


PLANNING HOW TO DEVELOP GOALS AND IMPLEMENT CHANGE-ORIENTED STRATEGIES



**Jacob Campbell, Ph.D. LICSW
at Heritage University
Fall 2025 SOWK 530 Week 11**

PLAN FOR WEEK 11

AGENDA

Information about goals

The six steps to planning

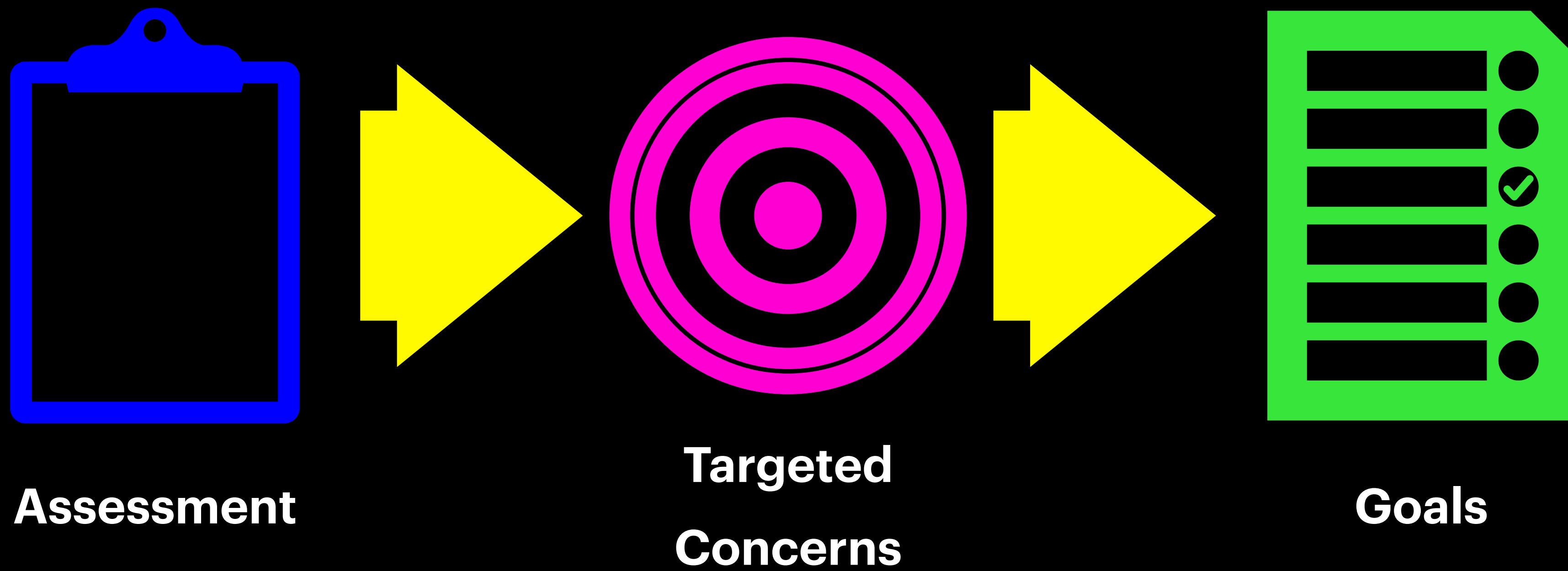
Practice doing the planning process

LEARNING OBJECTIVES

- Explain the purpose, function, and types of goals used in social work practice.
- Apply the six-step planning process to develop goals collaboratively.

LINKAGES

IN THE PLANNED CHANGED PROCESS

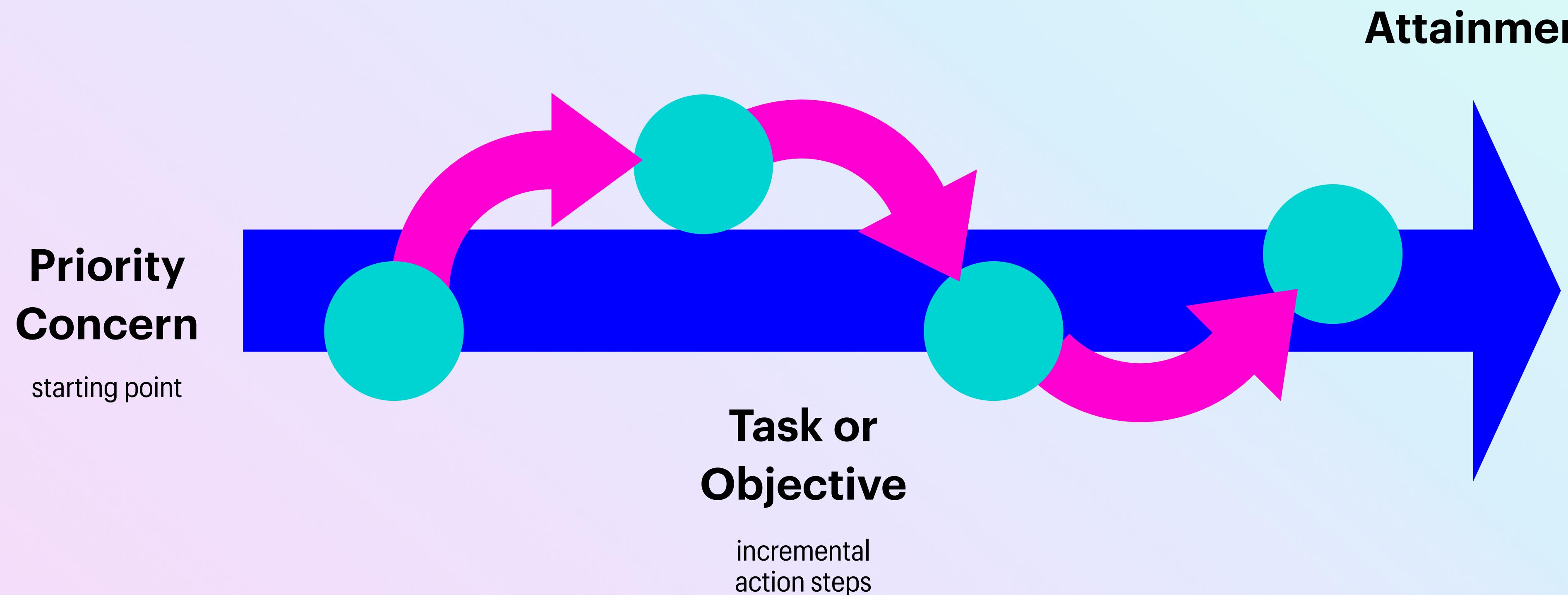


GOALS

PURPOSE AND FUNCTION

Emphasizing client values in the goal-formation process maximizes the motivating force of goals and ensures that you and your clients are working in harmony toward the same outcome

(Hepworth et al., 2023, p. 240)

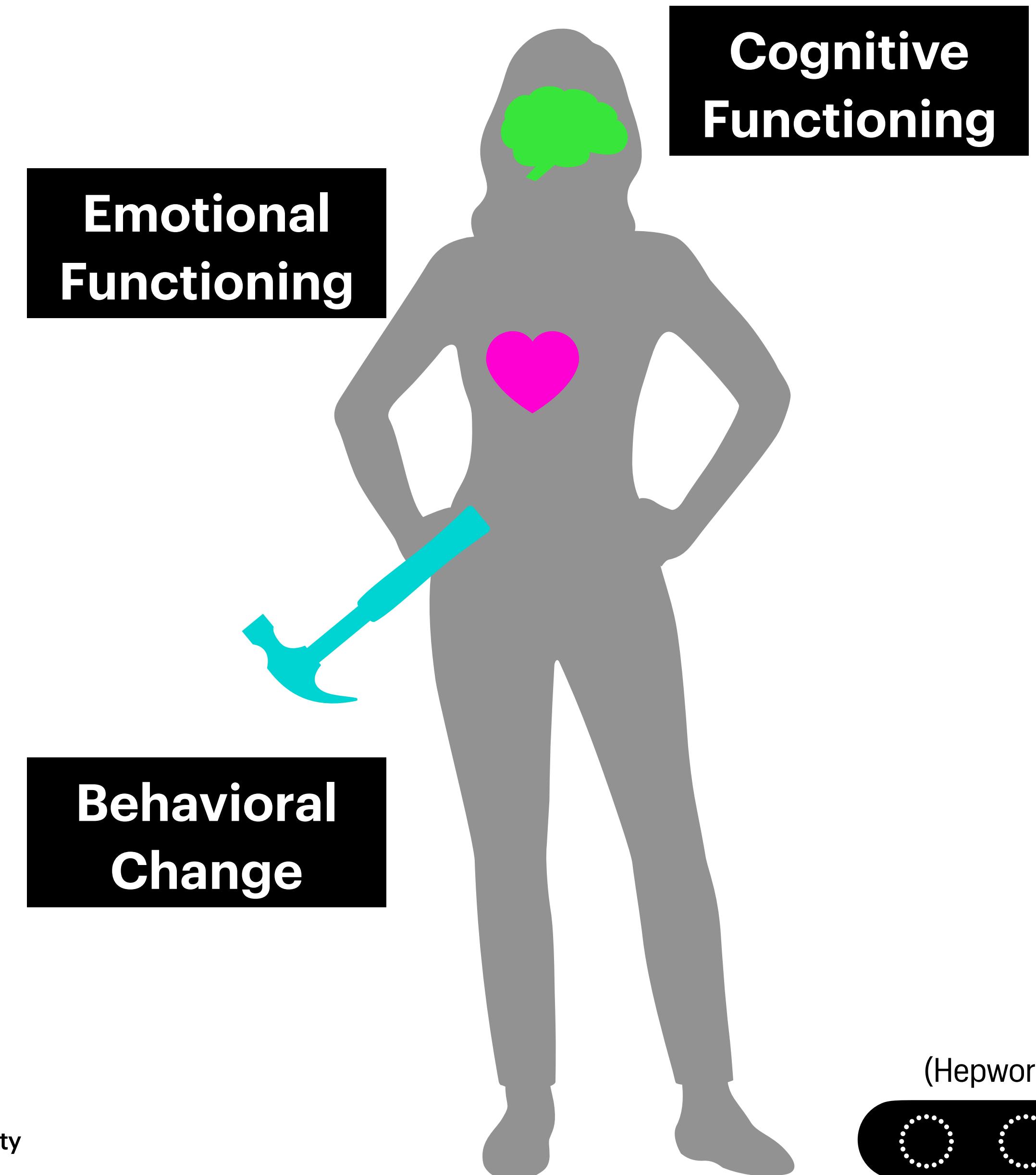


FACTORS INFLUENCING

GOAL DEVELOPMENT



INDIVIDUAL GOAL FOCUS



(Hepworth et al., 2017)

TYPES OF GOALS



Small Group Discussion

POTENTIAL PERSONAL EXAMPLES

Approach Goals: identify a positive end state, usually emphasizing growth and change

Avoidance Goals: identify a future state to be avoided or minimized

Performance Goal: goals define a final outcome

Learning Goal: emphasize process and the acquisition of knowledge and skills that people can use to achieve short- and long-term goals

Time Period Descriptors

Long-term: frame people's ambitions within their identities and values

Short-term: reflect a partialized version of a long-term goal

Empowerment Goals: framed toward self-determination and agency. They operate at the sociopolitical level, often emphasizing dimensions of consciousness raising, education, social support, and access to resources

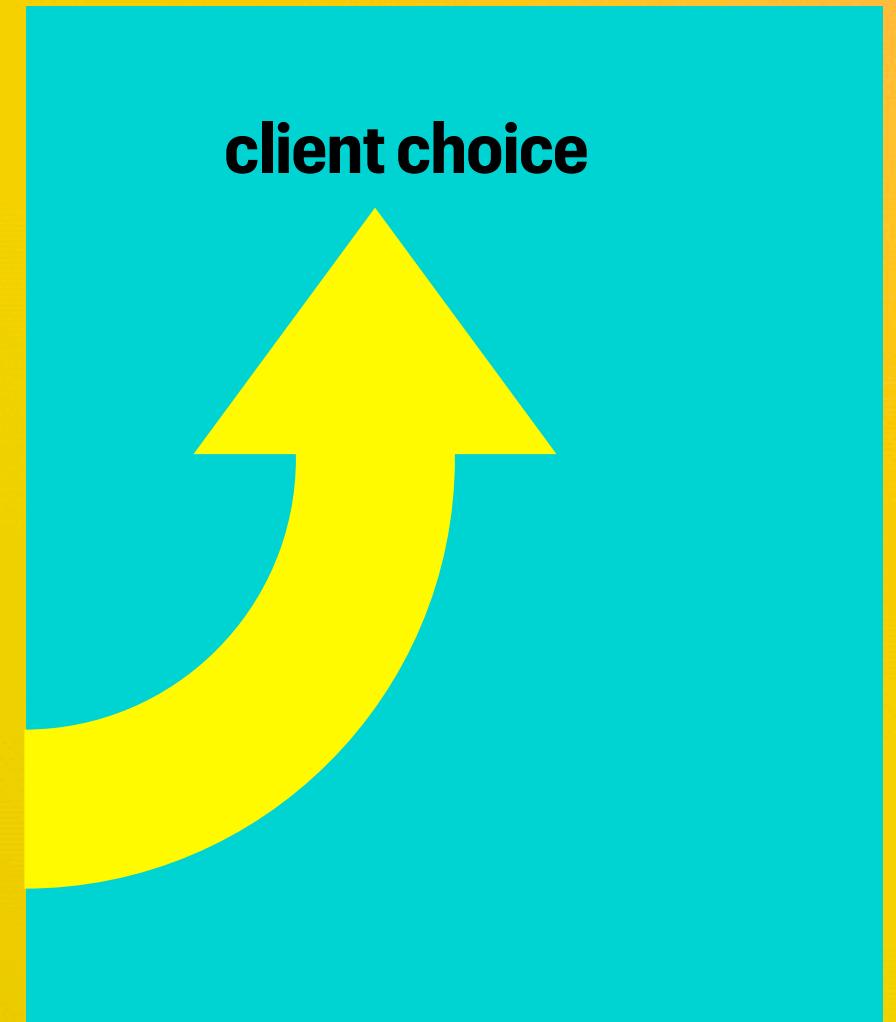
Conformity: They are represented in mandates and the prerogatives of program objectives and referring authorities

Risk/resilience: identify changes in risk and protective processes that are likely to alleviate presenting problems

■ Goal statements should be framed positively

Maximize

■ Structure specific goals to enhance motivation



within the constraints
of program objectives
and referral mandates

SOME GUIDELINES FOR

SELECTING AND DEFINING GOALS

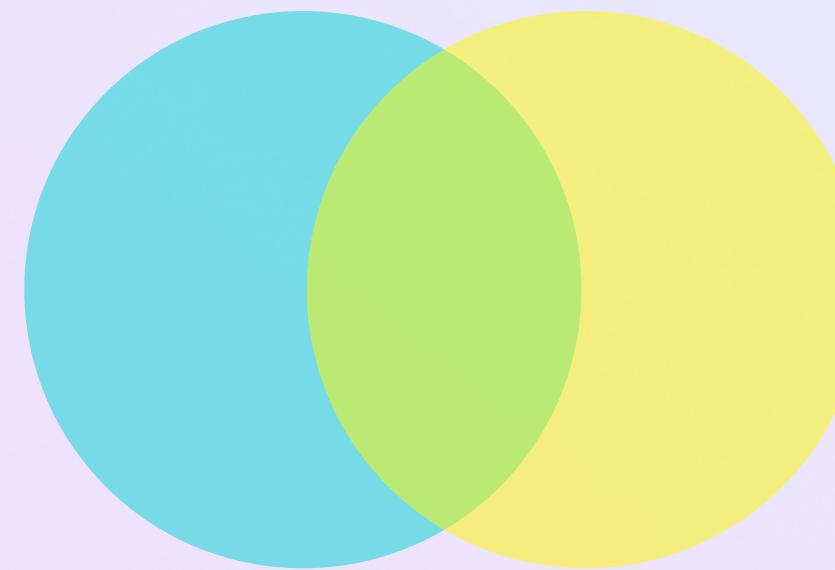
QUALITIES OF EFFECTIVE GOALS

FOLLOW THIS POPULAR MNEMONICS

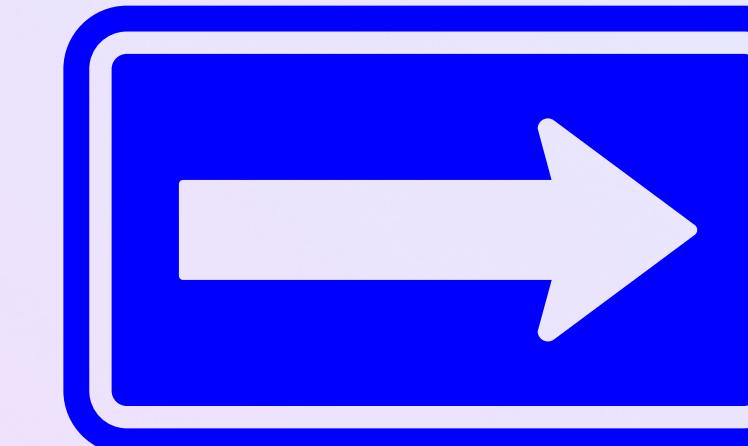
Specific
Measurable
Attainable
Relavant
Time-bound

STRATEGIES FOR DEVELOPING GOALS

WITH INVOLUNTARY CLIENTS



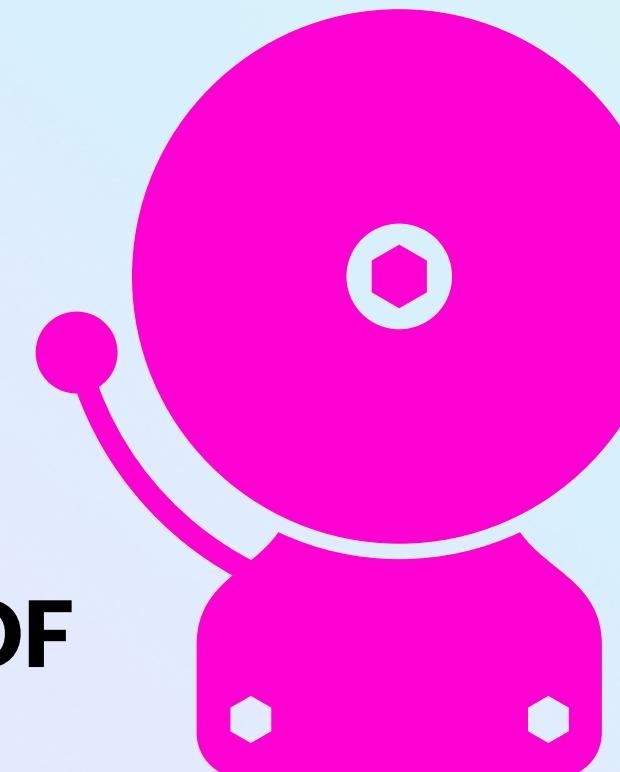
MOTIVATIONAL
CONGRUENCE



AGREEABLE MANDATE



GETTING RID OF
THE MANDATE



PROCESS OF GOAL FORMULATION

SIX STAGES

Determine clients' readiness

Explain the purpose and function of goals

Formulate client-driven goals

Increase goal specificity

Determine barriers and benefits

Rank goals according to priorities

CREATING A GOAL PLAN

Client/Family:	Staff:		
Statement of Concern:			
Goal Statement:	Goal #__		
General Tasks:			
Identify Strengths/Resources:		Identify Potential Barriers/Obstacles:	
Tasks/Steps–Participant:	Tasks/Steps–Staff:		

PROCESS OF GOAL FORMULATION

SIX STAGES

Determine clients' readiness



- It is important to assess readiness early in the process
- Consider using summarizing or scaling

Formulate client-driven goals

Increase goal specificity

Determine barriers and benefits

Rank goals according to priorities



Recognize that there might be reluctance.

PROCESS OF GOAL FORMULATION

SIX STAGES

Determine clients' readiness



- Spend time educating clients about goals

Explain the purpose and function of goals



- Help recognize the match between their goals, program goals, and referral mandates

Formulate client-driven goals

Increase goal specificity

Determine barriers and benefits

Rank goals according to priorities

PROCESS OF GOAL FORMULATION

SIX STAGES

Determine clients' readiness



Explain the purpose and function of goals



Formulate client-driven goals



Increase goal specificity

Determine barriers and benefits

Rank goals according to priorities

Potential Methods to Obtain

- Solicit quotes or client description
- Offer tentative suggestions

It becomes our job to help shape and give focus to their goals

PROCESS OF GOAL FORMULATION

SIX STAGES

Determine clients' readiness



Explain the purpose and function of goals



Formulate client-driven goals



Increase goal specificity



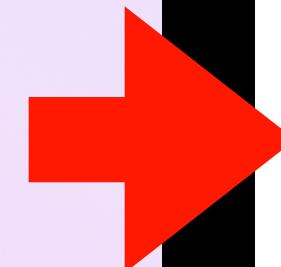
Help clients to call out all of the parts of a good goal... e.g., make it SMART

Determine barriers and benefits

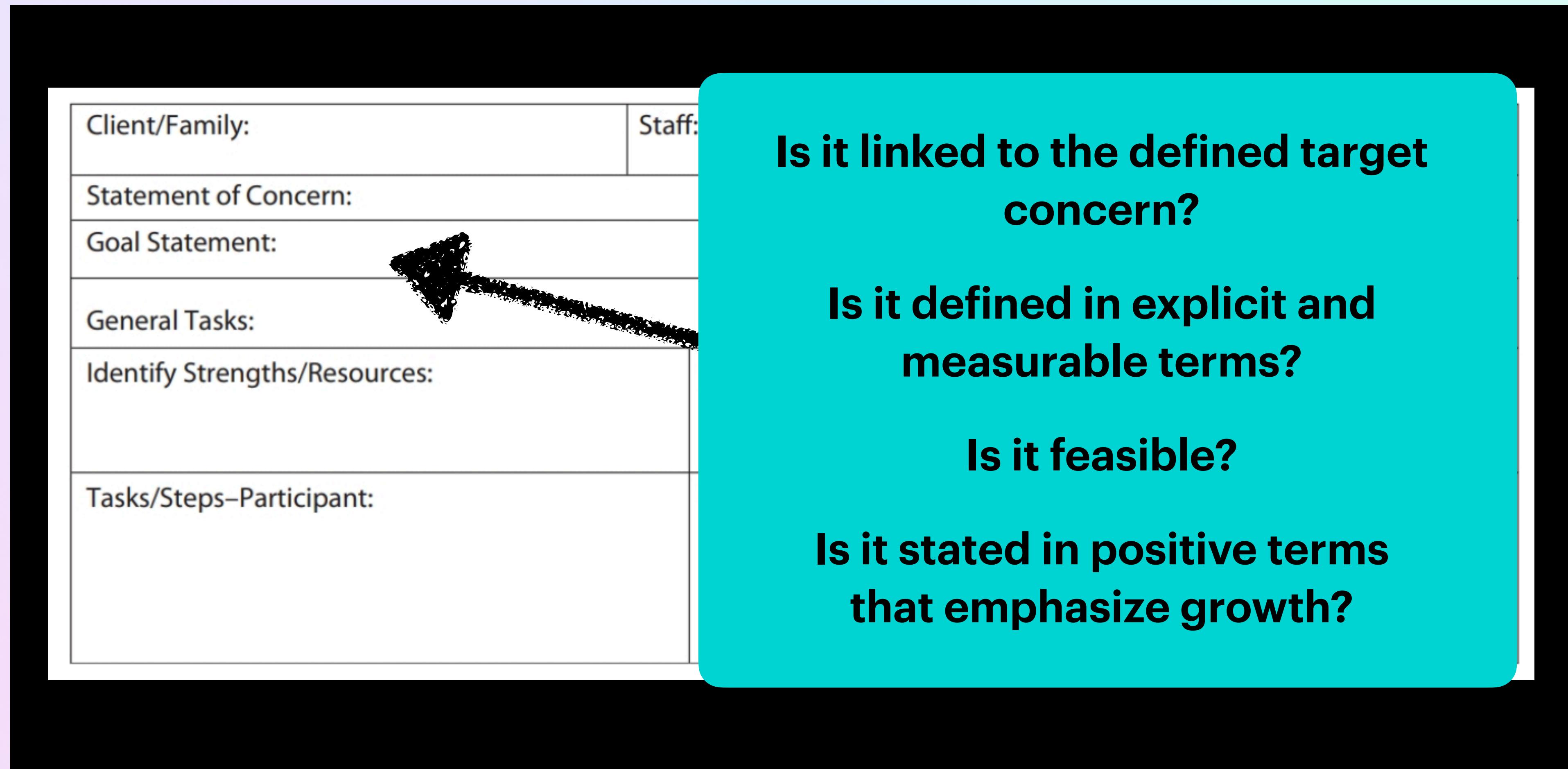
Rank goals according to priorities

CREATE A GOAL PLAN

Client/Family:	Staff:		
Statement of Concern:			
Goal Statement:		Goal #__	
General Tasks:			
Identify Strengths/Resources:		Identify Potential Barriers/Obstacles:	
Tasks/Steps–Participant:		Tasks/Steps–Staff:	



CREATE A GOAL PLAN



Client/Family:	Staff:
Statement of Concern:	
Goal Statement:	
General Tasks:	
Identify Strengths/Resources:	
Tasks/Steps–Participant:	

Is it linked to the defined target concern?

Is it defined in explicit and measurable terms?

Is it feasible?

Is it stated in positive terms that emphasize growth?

PROCESS OF GOAL FORMULATION

SIX STAGES

Determine clients' readiness



- Use scaling questions about goal commitment

Explain the purpose and function of goals



- Anticipate future barriers

Formulate client-driven goals



- Discuss intrinsic benefits

Increase goal specificity



- Provide incentives and rewards when possible

Determine barriers and benefits

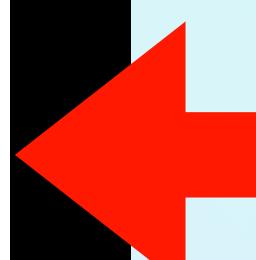


- Explicitly link short and long-term goals

Rank goals according to priorities

CREATE A GOAL PLAN

Client/Family:	Staff:		
Statement of Concern:			
Goal Statement:		Goal #__	
General Tasks:			
Identify Strengths/Resources:		Identify Potential Barriers/Obstacles:	
Tasks/Steps–Participant:		Tasks/Steps–Staff:	



PROCESS OF GOAL FORMULATION

SIX STAGES

Determine clients' readiness



Explain the purpose and function of goals



Formulate client-driven goals



Increase goal specificity



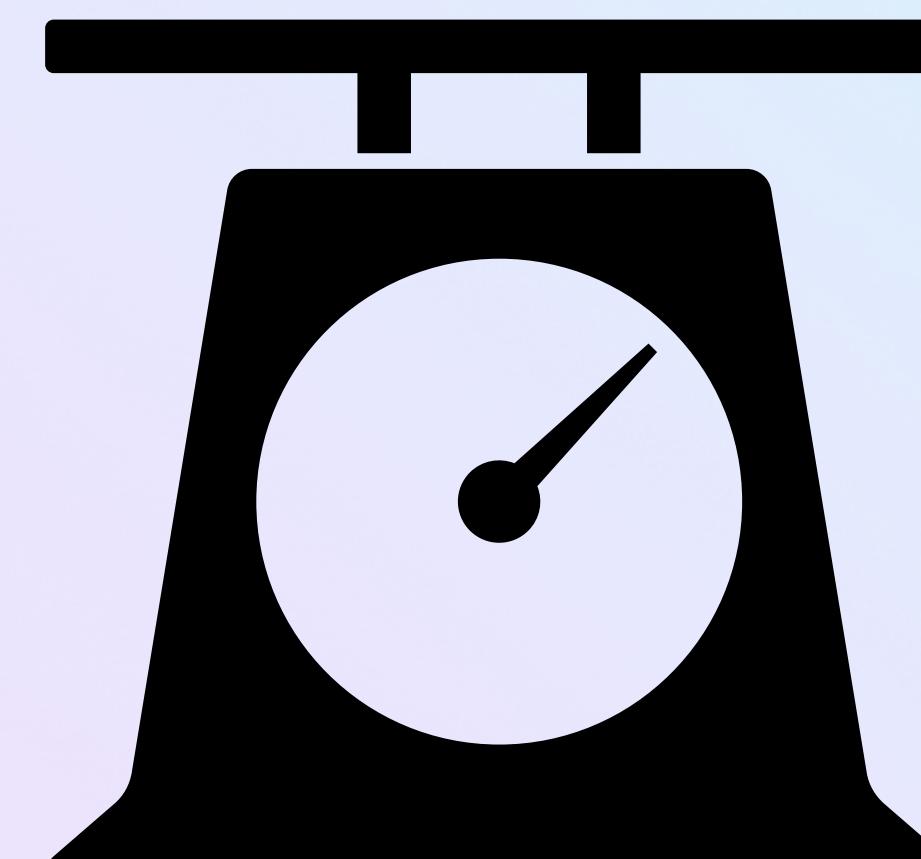
Determine barriers and benefits



Rank goals according to priorities



Your job is to help the clients sort out their priorities to help keep them from being overwhelmed and frustrated.



(Hepworth et al., 2023)

CREATE A GOAL PLAN

Client/Family:	Staff:		
Statement of Concern:			
Goal Statement:	Goal #__		
General Tasks:			
Identify Strengths/Resources:	Identify Potential Barriers/Obstacles:		
Tasks/Steps–Participant:	Tasks/Steps–Staff:		

