

GOAL SETTING PROCESS

RANULFO P. PAYOS
ERNESTO G. ESPINOSA
ORLANDO S. ZORILLA

INTRODUCTION

THE GOAL SETTING PROCESS IN MANAGEMENT IS PART OF PLANNING, ONE OF THE MAIN FUNCTIONS OF MANAGEMENT. PLANNING MEANS DECIDING WHAT THE ORGANIZATION WANTS TO ACHIEVE AND HOW TO DO IT. THE FIRST STEP IN PLANNING IS TO SET GOALS OR OBJECTIVES THAT GUIDE ALL OTHER ACTIVITIES OF THE BUSINESS OR ORGANIZATION

TYPICAL STEPS IN THE GOAL SETTING PROCESS

1. Understand Vision, Mission & Values

Before setting goals, management often defines the organization's vision (what they want to become), mission (purpose), and values (guiding beliefs). This gives direction for meaningful goals.

2. Gather & Analyze Information

Managers collect data about the organization's environment, strengths, weaknesses, opportunities, and threats (often using tools like SWOT analysis). This helps determine what goals are realistic and important.

3. Formulate Alternatives

Brainstorm possible ways to achieve the desired future state — the different paths the organization could take to reach its goals.

4. Choose Best Actions & Set Goals

Decide on the best course of action and then write goals/objectives. Good goals are SMART:

Specific

Measurable

Achievable

Realistic

Time-bound

IN SIMPLE TERMS

The goal setting process is a step-by-step way that managers decide what to achieve (goals) and how to get there. It starts with understanding where the organization wants to go, picking the best actions to take, and then setting clear, measurable objectives that everyone can work toward. Goals should be communicated clearly, regularly checked, and adjusted if needed.

THANK YOU