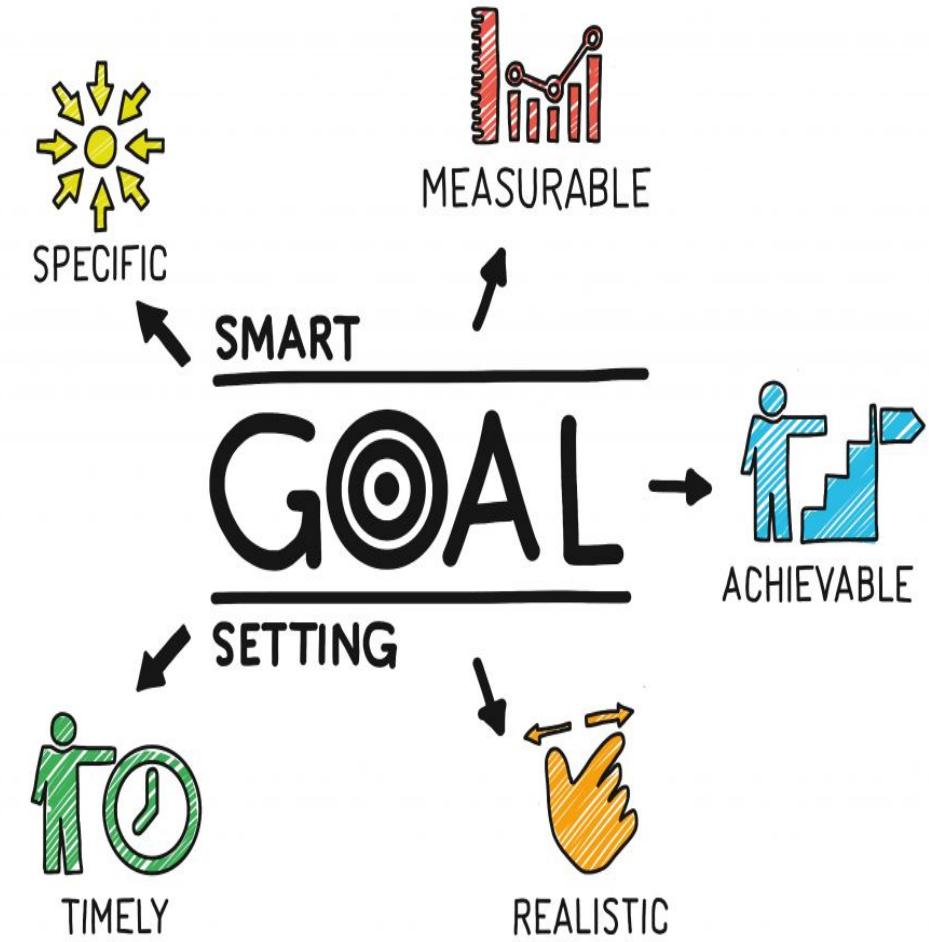


# Goal setting



# **INTRODUCTION**

Goals & Goal setting involves the development of an action plan designed to motivate and guide a person or group toward a goal. Goal setting can be guided by goal-setting criteria such as SMART criteria. Goal setting is a major component of personal- development and management literature. The theory states that the simplest most direct motivational explanation of why some people perform better than others is because they have different performance goals.



## Goal

A goal is an idea of the future or desired result that a student or a group of students envisions, plans and commits to achieve. Students endeavor to reach goals within a finite time by setting deadlines.

A goal is roughly similar to a purpose or aim, the anticipated result which guides reaction, or an end, which is an object, either a physical object or an abstract object, that has intrinsic value.



## **Goal Characters:**

□ **Importance** is determined by a goal's attractiveness, intensity, relevance, priority, and sign. Importance can range from high to low.

□ **Difficulty** is determined by general estimates of probability of achieving the goal. Specificity is determined if the goal is qualitative and ranges from being vaguely to precisely stated. Typically, a higher-level goal is more vague than a lower level subgoal; for example, wanting to have a successful career is more vague than wanting to obtain a master's degree. Temporal range is determined by the range from proximal (immediate) to distal (delayed) and the duration of the goal.



## Goal Characters:

- **Level of consciousness** refers to a person's cognitive awareness of a goal. Awareness is typically greater for proximal goals than distal goals
- **Complexity** of a goal is determined by how many sub-goals are necessary to achieve the goal and how one goal connects to another. For example, graduating college could be considered a complex goal because it has many sub-goals, such as making good grades, and is connected to other goals, such as gaining meaningful employment.



## **The essence of fourfold the theory for Goal Setting:**

**First,** difficult specific goals lead to significantly higher performance than easy goals, no goals, or even the setting of an abstract goal such as urging people to do their best.

**Second,** holding ability constant, as this is a theory of motivation, and given that there is goal commitment, the higher the goal the higher the performance.



**Third,** variables such as praise, feedback, or the involvement of people in decision-making only influences behavior to the extent that it leads to the setting of and commitment to a specific difficult goal.

**Fourth,** goal-setting, in addition to affecting the three mechanisms of motivation, namely, choice, effort, and persistence, can also have a cognitive benefit. It can influence choice, effort, and persistence to discover ways to attain the goal.



## **WHY IS GOAL SETTING IMPORTANT?**

Goals help describe success. People tend to maintain expectations, not surpass them. Thus, expectations or goals should be challenging, yet within a person's or group's grasp. Goals create common tasks and processes for a group or individuals. By having them, a group knows what it has to do and can work together on the goals.

Goal setting takes time. Initially the members must be introduced to the process, develop necessary skills, implement procedures and record evaluations. Organizational goal setting can be difficult when trying to set goals that all members agree with and will actively pursue.



## **Goal setting can**

- Serve as clear and specific delegations of responsibilities.
- Offer more diversity of services and programs by updating and improving old programs and developing new ones.
- Identify both individual and organizational strengths and weaknesses.
- Allow clarification and/or development of an organization's mission or philosophy.
- Focus your efforts in a consistent direction.
- Increase success because success can be defined as the achievement of a goal.
- Serve as self-motivators and energizers.

## **Goals Must Be Balanced**

Goal Setting is based on the following important factors also

- Family values and ambitions
- Financial background
- Physical strength
- Mental. Represents knowledge and wisdom
- Social Responsibility
- Spiritual values, ethics and character



## **How does one develop effective goals?**

Think about the future. If you are developing group goals, try to think of at least two ways to describe the future through the group's or member's tasks or purposes. Use your organization's purposes statement. A purpose defines what the goals need to be and then these goals can be adjusted each year. Use the suggestions. By being open to feedback, one can get new ideas for goals.



## **Process for brainstorming goals:**

- Allow ideas to start goals.
- Members should begin to talk about what they would like the group to accomplish.
- Let every member take part in the brainstorming. This is important for morale and cohesion. Also, members are more likely to support what they help create.
- Unrealistic goals should not be weeded out until later.
- When finalizing the goals, make sure that they are measurable.



**Prioritize goals:** Place goals in order of importance. This can be difficult because each member has individual ideas of what is important for the group. Break into small groups to prioritize goals concerning different segments of the organization. Have members rank the goals on their own and then share their ideas with the group to reach consensus. After goal setting, develop plans to achieve the goals so they are more than nice words.

**Types of Goals:** Short-Term Goals Long-Term Goals focus on performance focus on potential require immediate action are reachable by small steps accomplish tasks and complete projects build and develop individuals and organizations.

**Develop an action plan:** If you have more than one objective, start with the one that the group considers the most important or complex. Develop a detailed plan for fulfilling the objective by the target date.



- Identify what information not already available is needed to meet that objective.
- Identify the steps needed to accomplish the goal.
- Put the steps in the order they need to be done.
- Determine what individuals or groups in the organization will be involved in the implementation of the plan. Then decide who will be responsible for what phases of the action plan.
- Set a deadline for each step.
- Evaluate the goals or the people doing them periodically to check their progress and make sure members are working to achieve them.
- Conduct an evaluation of the goals by the end of the year. By setting goals, developing action plans, working to fulfill them, and evaluating the process, you and your organization will be more likely to succeed in your tasks.

## **Setting goals can affect outcomes in four ways:**

**Choice:** Goals may narrow someone's attention and direct their efforts toward goal-relevant activities and away from goal-irrelevant actions.

**Effort:** Goals may make someone more effortful. For example, if someone usually produces 4 widgets per hour but wants to produce 6 widgets per hour, then they may work harder to produce more widgets than without that goal.

**Persistence:** Goals may make someone more willing to work through setbacks.

**Cognition:** Goals may cause someone to develop and change their behavior.



## **Goal Commitment:**

People perform better when they are committed to achieving certain goals.

- The importance of the expected outcomes of goal attainment,
- Self-efficacy: one's belief that they are able to achieve the goals,
- Commitment to others: promises or engagements to others can strongly improve commitment.
- Expanding the three from above, the level of commitment is influenced by external factors. Such as the person assigning the goal, setting the standard for the person to achieve/perform. This influences the level of commitment by how compliant the individual is with the one assigning the goal.



Internal factors can derive from their participation level in the work to achieve the goal. What they expect from themselves can either flourish their success, or destroy it.

## Set SMART Goals



You have probably heard of SMART goals 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.



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## **Set Specific Goals**

Your goal must be clear and well defined. Vague or generalized 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.

## **Set Measurable Goals**

Include precise amounts, dates, and so on in your goals so you can measure your degree of success. Without a way to measure your success you miss out on the celebration that comes with knowing you have actually achieved something.

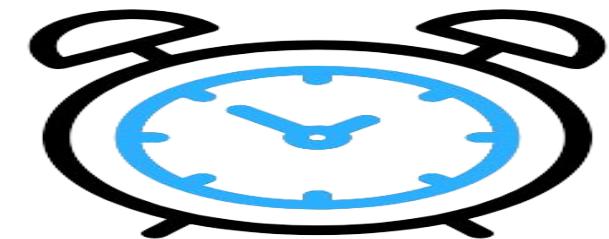


## **Set Attainable Goals**

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 demoralize yourself and erode your confidence. However, resist the urge to set goals that are too easy.

## **Set Relevant Goals**

Goals should be relevant to the direction you want your life and career to take. By keeping goals aligned with this, you'll develop the focus you need to get ahead and do what you want. Set widely scattered and inconsistent goals, and you'll fritter your time – and your life – away.



## **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.

## **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." 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.



# **Attainable**



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## **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 of the steps that are needed along the way. This is especially important if your goal is big and demanding, or long-term.

## **Stick With It!**

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.



## **Conclusion:**

In conclusion, goal setting is done in our everyday life. The moment one chooses to get out of bed and face the world, goals have been met. Goal setting has become important in day to day functions. Goal setting helps someone get from where they are to where they want to be.



