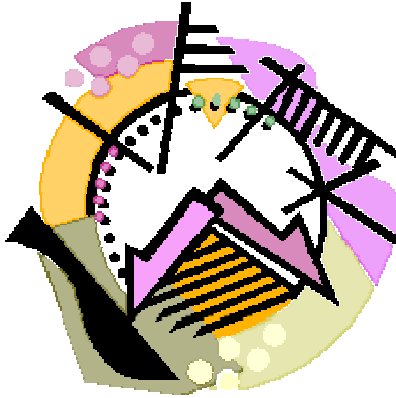


Goal Setting



Sounds Familiar?

- Is your organization spinning its wheels wondering in which direction to go?
- Are your members also confused regarding the organization's mission or reason for being?
- Is your organization clear about its goals, but does not seem to get anywhere anyway?
- Do your members never seem to know who is supposed to be doing what in order to achieve those goals?
- There is one way to avoid these pitfalls - use a goal setting and action planning process.

There are three levels of defining your organization's priorities:

- **Purpose** - a broad, general statement that tells why your organization exists. The purpose usually doesn't change from year to year, and is often the first statement in your constitution.
- **Goals** - statements describing what your organization wishes to accomplish, stemming from your purpose. Goals are the ends toward which your efforts will be directed, and often change from term to term or year to year, depending on the nature of the group.
- **Objectives** - descriptions of exactly what is to be done, derived from the goals. Objectives are clear, specific statements of measurable tasks that need to be accomplished to reach your goals. They are usually short term with deadlines or specific timelines.

Why Set Goals?

- Goals help define your organization's mission.
- Goals give direction and help avoid chaos.

- Goals can help motivate members by clarifying and communicating what the organization is striving to achieve.
- Goals help members and leaders become aware of problems in a timely fashion, which in turn leads to healthy solutions.
- Goals help the organization plan ahead and be prepared.
- Goals are a basis of recognizing and measuring your accomplishments and successes.
- Set Goals Together
- Set your goals as a group. Group members will support and be held accountable for what they help create. If you set your goals as a group you can expect the following results:
- Greater commitment and motivation among officers and members.
- Clearer understanding of the goals and the rationale for selecting them.
- Better collaborative goals that represent a group consensus rather than one person's opinion.

So what are goals and what is goal setting?

- Goals are:
 - **Smart**
 - **Measurable**
 - **Attainable**
 - **Realistic**
 - **Time bound**
- And **steps** that help us achieve and become what we aspire to become.
- Goal setting is a **collaborative process** that allows a group to function effectively and with purpose.

Steps for Setting Goals and Objectives:

- **Brainstorm** potential goals as a group.
- **Choose** the goals from the brainstormed list that you want to work on.
- **Prioritize** those goals as a group.
- **Determine** objectives for each goal and plans of action for each objective. (Remember, there may be several objectives for each goal).
- **Implement** your goals by following through with your action plan. (Many groups fail to do this step and their goals are never achieved).
- **Evaluate** your progress on a regular basis. Circumstances will continually change so be flexible and allow your objectives to change with them.

How To Develop An Action Plan

- You will need to follow these basic steps when developing an action plan:
- **What is your objective**, or more specifically, what tasks needs to be done to reach your goal?
- **How will your objective(s) be accomplished?**

- **What are your resources** in terms of people, money, materials?
- **Who is responsible** for completing each task?
- **When** will each task be accomplished and what is the ultimate deadline?
- **What results** do you expect and how will you measure the effectiveness of those results?

And remember, don't let the fear of failure stop you from achieving your goals.

"The only true failure is failure to make the attempt. If you don't try, you gain no thing, and life is too short a thing to waste"