

TEN CHARACTERISTICS OF EFFECTIVE GOALS

1. **Goals should be specific.**

Not "to improve productivity," but "to return to last year's level of output."

2. **Goals should be quantitative rather than qualitative.**

Use specific numbers and not emotions.

3. **Goals should be challenging yet achievable.**

Goals that are impossible to attain dictate failure. Those that are too easily attained breed contempt. Those that are challenging require people to do their best.

4. **Individual goals should be linked to group goals.**

Group goals should ultimately be linked to organizational goals.

5. **Goals should be arrived at with the participants.**

It is important to have an active part in every step of your goal.

6. **Goals should reflect critical success factors.**

Critical success factors are those issues, behaviors, performance standards, resources, and other elements that spell success or failure for a particular group or individual. Goals will, of course, be set in other areas as well, but the critical success factors must take priority.

7. **The total set of goals should be mutually reinforcing.**

One goal should not have to be achieved at the expense of another.

8. **Goals should focus not only on ends but also on means.**

The steps that lead up to your goal are just as important as the end goal itself.

9. **Developing oneself and developing other members should be part of every leader's set of goals.**

A student leader is a "Student of Leadership" and must keep learning all that he/she can about that topic.

10. **Goals should be written down.**

If it isn't in writing, it's not a goal. It certainly isn't a shared goal.

Josue's Story

Josue has a long-term goal. He would like to own his own business. While he is not quite sure of the type of business yet, he thinks it will be in the information technology area because he enjoys learning about computers and exchanging ideas about technology with other people.

Josue's mid-term goal is to get accepted to Florida International University's management information systems program. He has read about the program and learned that he will get trained in business procedures needed to run his own business, and will also get a broad knowledge of technology. He also read that he would need a minimum grade point average of 3.0 to be accepted into the program.

Josue's short-term goal is to bring his grade point average up from 2.5 to a 3.0 by the end of his junior year. While his grades in language arts and technology are usually A's and B's, Josue has earned a C in algebra and has a C average in geometry.

Josue's strategies to accomplish his short-term goal are:

- Study an additional 1/2 hour per night (Monday -Thursday) for his mathematics class by reading one section ahead each week.
- Go to math tutoring sessions every morning before school.
- Keep a daily log of his grades in all of his classes so he can monitor his own progress.

Josue evaluates his progress after two weeks. He has been successful with all of his strategies except for going to math tutoring sessions every morning. He has attended only two to three sessions each week because he has had a number of things to do in the mornings before class start.

Josue decides that going every day to tutoring was not a realistic expectation; therefore, he modifies his strategy to attend tutoring sessions on Mondays, Wednesdays, and Fridays.

	Goal	Strategy	Success/Failure Adjustment
Short-Term			
Mid-Term			
Long-Term			

Goal Definitions

Short-Term goals: Short-term goals can be achieved in one day, one week, one month or one year. Short-term goals support the achievement of your mid-term and long-term goals.

Mid-Term goals: These are goals that you must accomplish in the next two to five years that will help you attain your long-term goals.

Long-Term goals: Long-term goals are life time ambitions that are complex and have short-term as well as mid-term goals successfully supporting them. The success of long-term goals is determined by good strategies and careful planning.

Strategy: A plan of action. What are the steps needed to achieve these goals.

Your strategies should be realistic and measurable.

- **Realistic** means you can actually accomplish what you decided to do. For example, it may not be realistic to set a goal of running one mile everyday, but it may be realistic to set a goal of running one mile 3 times a week.
- **Measurable** means that you can tell if you accomplished what you set out to do. You cannot measure "I'm going to get in shape" but you can measure and chart "I'm going to walk one mile on Monday, Wednesday, and Friday every week."

Evaluate: To examine, to test, or to assess whether something works. Measurable goals can be charted.

Goal Setting Activity Chart

Name: _____ Date: _____ Period: _____

Think about the goals that you would like to achieve and complete the chart below.

	Short-Term Goals	Mid-Term Goals	Long-Term Goals
Personal			
School			
Career			

Short-Term Strategies Activity Chart

Name: _____ Date: _____ Period: _____

Look at the goals you identified as short-term goals. Copy the goals from the **Goal Setting Activity Chart**. Think about strategies or ways you will use to implement the goals you have identified. Make sure they are measurable and realistic.

	Short-Term Goal	Strategy #1	Strategy #2
Personal			
School			
Career			

What is your timeline? _____

Select one goal and explain how will you measure if you reach your goal?

Mid-Term Strategies Activity Chart

Name: _____ Date: _____ Period: _____

Look at the goals you identified as mid-term goals. Copy the goals from the **Goal Setting Activity Chart**. Think about strategies or ways that you can implement to achieve the goals you have identified. Make sure they are measurable and realistic.

	Mid-Term Goal	Strategy #1	Strategy #2
Personal			
School			
Career			

What is your timeline? _____

Select one goal and explain how will you measure if you reach your goal?

Long-Term Strategies Activity Chart

Name: _____ Date: _____ Period: _____

Look at the goals you identified as long-term goals. Copy the goals from the Goal Setting Activity Chart. Think about ways or strategies you will use to implement the goals you have identified. Make sure they are realistic and measurable.

	Long-Term Goal	Strategy #1	Strategy #2
Personal			
School			
Career			

What is your timeline? _____

Select one goal and explain how will you measure if you reach your goal?
