

Kickstart Employment Sessions

Self-directed learning modules

Setting Strong Goals

How to use this sheet : Follow the sections and write your responses on a separate piece of paper. This should take approximately 1-2 hours.

It can often be difficult to stick to goals you set yourself objectives because they're too vague, too broad or poorly structured, and working towards them can feel daunting and unachievable. Whether you're writing personal or professional goals, using a stronger framework like SMART goals can help set you up for success.

This can also be helpful in finding clarity when it comes to things like career aspirations, particularly if you're not sure where to start or what you'd like to do. It can take very abstract ideas of things you could do, and breaks them down into smaller steps that chip away at some unknowable, overwhelming mountain of a task.

In this module you'll learn more about what this framework involves and we'll apply it to an example goal - and then you can apply it to your own goals going forward.

So, what's a SMART goal? SMART is an acronym used to create goals which are carefully planned, clear, and trackable. **SMART stands for Specific, Measureable, Achievable, Relevant, and Time-based.** Let's see what that looks like in practice.

SMART in Action

"I want to work in Marketing and I love cinema"






Let's take the broad goal of someone who wants to work in marketing and knows they love cinema. Figuring out our career goals can be difficult when you're not sure what you want to do - so let's try and build on an inclination and turn it into something to work towards.

Your checklist!

Pen
Paper
Personal Goals
Professional Goals

Your Turn

Follow our example while building on one of your own

S	Specific	Make your goals specific and narrow for more effective planning.	
M	Measureable	Define what evidence will prove you're making progress and reevaluate when necessary.	
A	Attainable	Make sure you can reasonably accomplish your goal within a certain timeframe.	
R	Relevant	Your goals should align with your values and long-term objectives.	
T	Time-based	Set a realistic, ambitious end-date for task prioritization and motivation.	

1. Specific

"I want to earn a job as a marketing assistant at a film distribution company."

Your Turn

Be as clear and specific as possible with what you want to achieve. The more narrow your goal, the easier it will be to understand the steps you need to take to tackle it.

It can be helpful to run yourself through **WHO WHAT WHERE WHEN WHY** as you're doing this.

Is what you want to accomplish clear?

Is anyone else involved in achieving this goal?

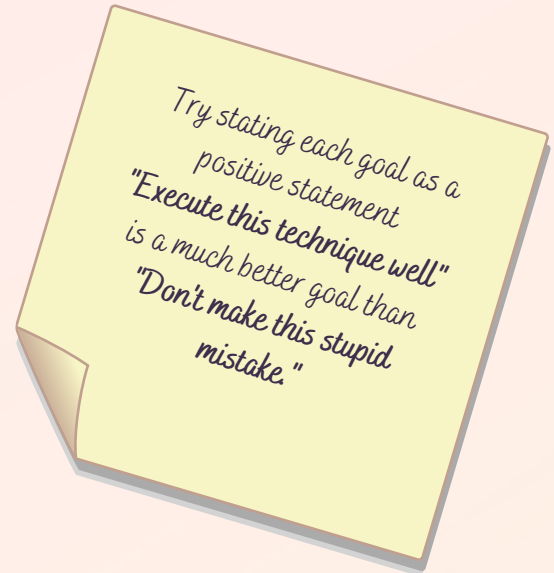
Do any requirements need to be met first before this can be achieved?

Below is a list of words to try using in your goals. Notice that this list doesn't include verbs like "improve," "reduce," or "increase" (e.g. "Improve customer service" or "reduce cost.") These imply the direction that you want a result to move in, but don't explain the role or action needed to create change.

Oversee	Update	Write
Coordinate	Upgrade	Process
Supervise	Develop	Provide
Manage	Create	Maintain
Plan	Implement	Reconcile
Support	Evaluate	Direct
Transition	Produce	Administer

Consider who, what, where, when, why

Have you optimised the language in your describe specific actions?



2. Measurable

"I will apply to three open positions for a marketing assistant role at a film distribution company."

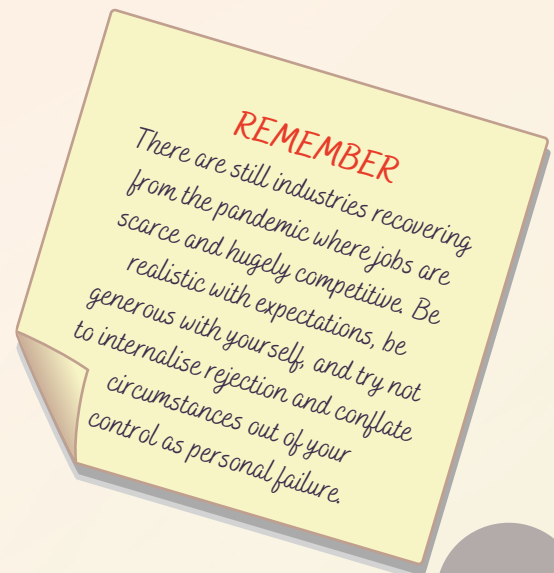
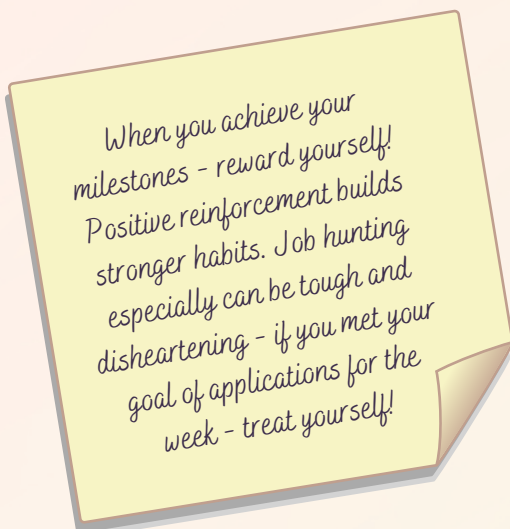
How will you measure progress of your goal? Setting date milestones lets you re-evaluate if things don't work out, or if they're more challenging or unrealistic than you anticipated.

Quantitative measurements are based on data and numbers. This could be number of job applications you make, money saved or earned, things you can count. **Qualitative** measurements are often descriptive or language based, like getting positive feedback on your CV when you or positive testimonials about your work.

Is your measurement qualitative or quantitative?

Is your measurement realistic?

Is it clear to you how this particular measurement gives you an idea of success?



3. Achievable

"I will update my CV with relevant work experience, so that I can apply to three open positions for a marketing assistant role at a film distribution company."

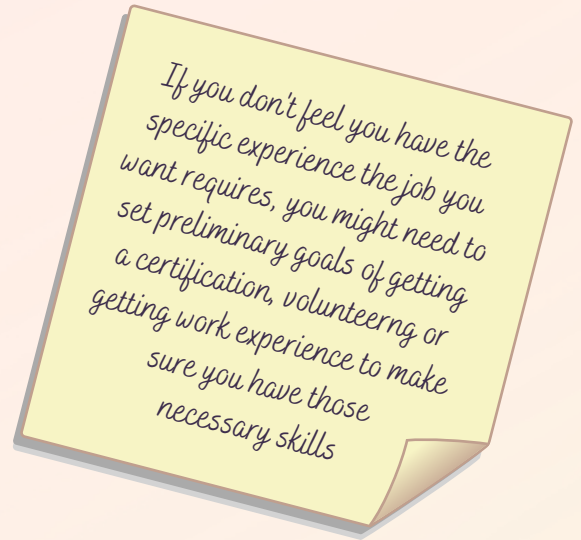
How achievable or realistic is your goal? Setting goals you can reasonably accomplish within a set timeframe keeps you motivated and focused and more likely to feel your effort is paying off. Breaking down big tasks into small time segments makes them feel more less daunting when you can see the small, manageable steps they're made up of.

If you're job hunting, you should know the credentials, experience and skills necessary to earn you that position for it to be achievable. Before you begin, think "is this something I can achieve now or are there are additional steps to take to become better prepared?"

Setting goals based on performance rather than outcomes means your success isn't influenced by things outside of your control. "I will submit 3 applications this week" is something only you can do. "I will receive 3 interviews this month" is something that involves steps out of your control.

Do you have the experience or credentials you need to achieve this goal? Is anything missing?

Is this goal based on PERFORMANCE rather than OUTCOMES?



4. Relevant

"To achieve my goal of working in marketing within cinema, I will update my CV with relevant work experience so that I can apply to three open positions for a marketing assistant role at a film distribution company."

Your goals should align with your values, and larger, long-term objectives - so think, are they relevant? If your goal doesn't contribute to your larger objectives, maybe rethink it, and ask yourself why the goal is important to you and how achieving it will help contribute towards to your bigger picture.

Does this align with your larger, longer-term goals?

Is this really a valuable and necessary step you need to take?

- "Is this really helping build my CV in the way I want?"
- "Is this a necessary step to take to secure that job?"
- "Is this building on my skillset in a way that I can see will have clear value to me?"

5. Time-based

"To achieve my goal of working in marketing within cinema, I will update my CV with relevant work experience so that I can apply to three open positions for a marketing assistant role at a film distribution company this week."

What is your goal time-frame? Give your goal an end date to help motivate you to finish and prioritise what needs to get done for your next action to begin. This helps you plan your day with structure and gives you accountability for doing the things you say you'll do.

Have you included a time-frame for completion?

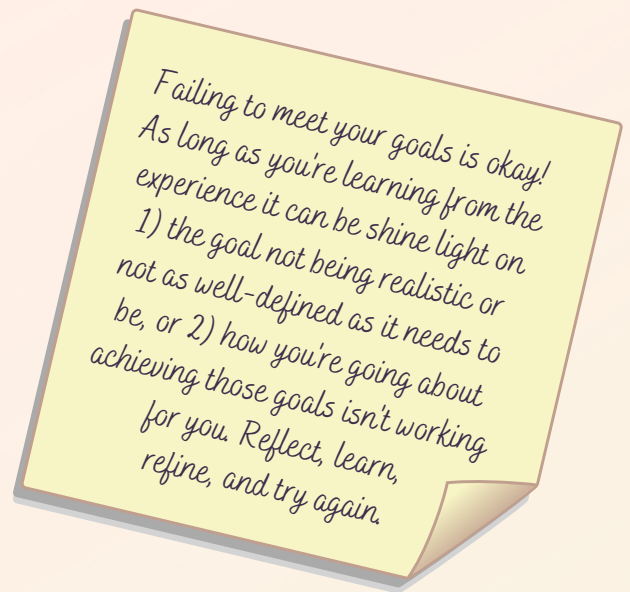
Is this something that needs to be prioritised for other aspects of your goal to begin?

From a uncertain inclination of the kind of work we might want to pursue, we've taken this very abstract, vague goal and turned it into something that is specific, measurable, achievable, relevant, time-bound, and much easier to work towards.

Try another example

I will attain a job as a high school science teacher within four months after graduating with my Bachelor of Science in Education.

- **Specific:** The goal of becoming a high school science teacher is well-defined
- **Measurable:** Success can be measured by the number of applications, interviews and job offers.
- **Achievable:** The goal setter will have the appropriate degree for the job.
- **Relevant:** The goal setter is planning to get a job in the education industry after getting an education degree.
- **Time-based:** The goal setter has set a deadline to achieve their objective within the four months of graduating.



Over to you

How did you get on defining your own goal?
Now try creating a professional goal for different time-frames
Today, this week, this month, and the next year

Head to CRATE Future Young Enterprise Hub to learn more about employment skills and resources for self-improvement

future-young-enterprise.crateboost.com