



GOAL SETTING UNRAVELLED

- CA Madhukar N Hiregange

A Good Archer is known not by his arrows but by his aim

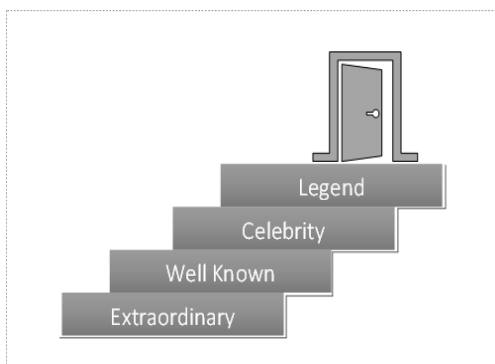
“Are you where you expected to be in your career at this point of time?”

Many of us have progressed towards achieving some of our goals while leaving others unfulfilled. We are people who dream big and have aspirations that we wish to achieve to become "successful." Most of us strive to achieve success, while we encounter setbacks and negativity along the way. Despite our best efforts, external factors, such as political corruption and societal issues, can affect our career growth.

Additionally, there are various reasons why we feel less enthusiastic at work. Most of us wake up hoping to have a productive and satisfying day at work but end up thinking, “Why are we doing this?”. We do not recognise our goals and thus become reluctant to work. We feel impatient when not praised or given credit for our work. It is a proven fact that we can feel burned out because of the excessive use of technology and social media. Negative remarks and demotivating comments from others tend to affect our mindset and confidence. It is crucial to recognise these influences and work towards maintaining a positive approach and a sense of purpose in our careers.

“A dream written down with a date becomes a goal. A goal broken down into steps becomes a plan. A plan backed by actions makes your dreams come true.”

- Greg S. Reid



Shiv Khera says- winners do not do anything different- they just do it differently. Reading motivational books and implementing and persevering (continuing) great habits (actions that you started) is what brings us excellent results which would make you initially known as an extraordinary professional, then well known, then a celebrity and finally a legend. [insert photo]

Let's overcome this by implementing effective habits and positive beliefs.

How do I achieve an extraordinary life?



We can start by prioritising the area of setting career goals, which could be professional, entrepreneurial or personal. This is the basic step, and you can decide this by asking yourselves three important questions: "Why?", "State of being? And How?". Asking yourselves these questions could bring more clarity on how to set up and prioritise your goals for the next 2–3 years. The goals you set can be temporary goals that change with time and growth.

Learn more about the secret of success with John Doerr.

Step 1: Getting into Professional Practice vs. Self-Employment.



Each has its advantages and disadvantages, so keep these factors in mind while deciding. Professional practice offers assured income, personal growth in the organisation, and job safety. The flip side of professional practice includes unchallenging work, a lack of freedom, and layoffs, which are global concerns these days. In self-employment, one factor to keep in mind is the necessity of a stable economic and financial background, along with support from family or friends. While setting up a business, entrepreneurs must consider the initial capital requirement. The risk for an entrepreneur can be high; without a backup available, pursuing this path is not advisable. However, there are a couple of advantages, such as enjoying creative freedom, being one's own master, and experiencing higher job satisfaction.

Studies suggest that 95% of people work longer hours during the initial years of a professional practice or entrepreneurship. This practice could reflect on social interaction and health issues. It is best recommended to conduct thorough research to gain domain knowledge, expertise in business, and customer/client communication skills before stepping into the field of work. There



are plenty of opportunities in distinct lines of work where it is not mandatory to have a bachelor's degree.

Step 2 - Conduct Research

The process of setting goals is to explore ideas and make decisions by keeping a few factors in mind. Set a goal that motivates you and inspires others around you. When you find something that motivates you, the quality of your work becomes better and helps you reach your goals faster. Writing down your goals can help you focus better on how to achieve them.

“ The concept of attracting good things from the universe works in all areas of life”

- Rhonda Byrne

Step 3 - Getting ourselves ready!

Implement these positive habits as a part of your journey to achieve your goals

- Being aware of ourselves and surrounding
- Be grateful for what life has given you
- Building empathy
- Building a winning attitude
- Exercising life skills

We all faced bad experiences during our childhood, so it is important not to carry these traumas as we embark on this journey. Some of these traumas could lead to :-

- Inability to decide
- Identify and overcome mental blocks
- Understand emotions and stories that limit you.
- Avoid procrastination

“Setting goals is the first in turning the invisible to visible.”

- John Robbins

Step 4 - Do not rebuild the cycle.

Some pointers to help you identify the goals that would change your life.



- Read your goals and write down what you understand from it in an ideal manner (Pen & paper preferred). This activity requires sufficient time which would be 2 hours a day - 5 days a week for 2 weeks.
- Get guidance from a senior to help you out initially to understand better.
- Take some time to reflect on other non-material aspects that could influence you more.
- As mentioned before, set goals that motivate you to give your best. These goals need to be **SMART** - **S**pecific, **M**easurable, **A**ttainable, **R**elevant and within a **T**ime.
- Set a goal that would inspire you to get out of your comfort zone.
- Give at least five reasons "**why**" you selected a specific goal. You can refer to these later to focus on your goals better.
- Create a personality that stands out to achieve your goals. Find qualities and characteristic traits that would benefit you.
- Find "**Why**" you face challenges while achieving your goals and motivate yourself to resolve the challenges.
- Implementing the plan drawn out to achieve your goals is important. Follow a structure with top 5 actions to be taken to implement the plan within a suitable time frame.

Watch "**The psychology of career decisions**" by Sharon Belden Castonguay to understand better on goal setting.

The Key Takeaways

1. Understand the Pros and Cons of your area of interest.
2. Creating a checklist with written goals for best results. A goal should be **SMART**
3. Identify your strengths and weaknesses. Note down the positive habits that need to be implemented.
4. Reasons for "**Why?**" should be listed for every goal to keep you motivated to reach that goal.

Refer to the book "**The Secret**" written by Rhonda Byrne to inspire you!



Sl. No.	Dreams and Goals	Why?	State of being	How?	By 2025	2024	Action - QTR/ Monthly/ Weekly/ Daily
1	Growth in venture to Rs. 1 Crore in 2 years and 5Cr in 5 years.	Pride in dealing with high-quality products. Customising the products to customer's needs. Economic independence for self and family Career building for those who work/ associated with us Build a credible brand	Pleasing personality by being empathetic to customers/ clients Patient and compassionate Proactive Karmic (do my job and leave the result to the universe)	- Set up shops in 2 different locations - Have 5 franchisees in 5 years - Network with associations, and leaders in the same area. - Collaborate with others who wish to do the same - Keep site of Net Income/ billings			Specific & granular to do's

Questionnaire

1. What is the purpose of setting goals?
A) To make a to-do list
B) To measure productivity
C) To provide direction and motivation
D) To organise daily activities
2. In goal setting, why is it important to set specific goals?



- A) They are easier to remember
- B) They provide clear direction
- C) They are more motivational
- D) They are simpler to achieve

3. What does the "A" in SMART goals stand for?

- A) Accurate
- B) Achievable
- C) Applicable
- D) Ambitious

4. Why is it important to write down your goals?

- A) To remember them
- B) To make them official
- C) To clarify your intentions and increase commitment
- D) To share them with others