



How Do You Set Goals for Effective Outcomes? (8-3)

Setting Goals for Effective Outcomes

It is particularly important that you understand that the way in which you set goals strongly affects your effectiveness. The following guidelines apply to setting effective goals:

Positive Statement

Express your goals positively: 'Execute this technique well' is a much better goal than 'don't make this stupid mistake'.

Be Precise

If you set a precise goal, putting in dates, times and amounts so that achievement can be measured, then you know the exact goal to be achieved, and can take complete satisfaction from having completely achieved it.

Set Priorities

Where you have several goals, give each a priority. This helps you avoid feeling overwhelmed by too many goals and helps direct your attention to the most important ones.

- **Write down goals to avoid confusion and give them more force:** Keep Operational.
- **Small Goals:** Keep the goals you are working towards immediately (i.e., in this session) small and achievable.

If a goal is too large, then it may seem that you are not making progress towards it. Keeping goals small and incremental provides more opportunities for reward.

Today's goals should be derived from larger goals.

Set Performance, not Outcome Goals

This is especially important. You should take care to set goals over which you have as much control as possible. There is nothing as dispiriting as failing to achieve a personal goal for reasons beyond your control such as bad business environments, poor judging, severe weather, injury, or plain bad luck.

Goals based on outcomes are extremely vulnerable to failure because of things beyond your control.

If you base your goals on personal performance or skills or knowledge to be acquired, then you can keep control over the achievement of your goals and draw satisfaction from them. For



example, you might achieve a personal best time in a race, but still be disqualified because of a poor-judging decision.

If you had set an outcome goal of being in the top three, then this would be a defeat. If you set a performance goal of achieving a time, then you will have achieved the goal and can draw satisfaction and self-confidence from its achievement.

Another flaw is where outcome goals are based on the rewards of achieving something, whether these are financial or are based on the recognition of colleagues. In initial stages these will be highly motivating factors; however, as they are achieved, the benefits of further achievement at the same level reduce. You will become progressively less motivated.

Set Specific Goals

Set specific measurable goals. If you achieve all conditions of a measurable goal, then you can be confident and comfortable in its achievement. If you consistently fail to meet a measurable goal, then you can adjust it or analyze the reason for failure and take appropriate action to improve skills.

Set Realistic Goals

Never set goals that are not attainable as setting goals too far out or too challenging, because they can become discouraging. Here are some common reasons why people set goals unrealistically high:

- **Other people:** Other people (parents, media, and society) can set unrealistic goals for you, based on what they want. Often this will be done in ignorance of your goals, desires, and ambitions.
- **Insufficient information:** If you do not have a clear, realistic understanding of what you are trying to achieve and of the skills and knowledge to be mastered, it is difficult to set effective and realistic goals.
- **Always expecting your best performance:** Many people base their goals on their best performance, however long ago that was. This ignores the inevitable backsliding that can occur for good reasons and ignores the factors that led to that best performance. It is better to set goals that raise your average performance and make it more consistent.
- **Lack of respect for yourself:** If you do not respect your right to rest, relax and have pleasure in life then you risk suffering burnout. No matter how large your business is you always have the right to rest and enjoy what you have accomplished.
- **Setting Goals Too Low:** Alternatively, goals can be set too low which can keep you from growing and achieving true personal satisfaction.



Some Common Reasons WHY People Set Low Goals

- **Fear of failure:** If you are frightened of failure, you will not take the risks needed for optimum performance. As you apply goal setting and see the achievement of goals, your self-confidence should increase, helping you to take bigger risks. Know that failure is a positive thing: it shows you areas where you can improve your skills and performance.
- **Taking it too easy:** It is easy to take the reasons for not setting goals unrealistically high as an excuse to set them too low. If you're not prepared to stretch yourself and work hard, then you are extremely unlikely to achieve anything of any real worth.
- **Setting Goals at the Right Level:** Goal setting at the correct level is a skill acquired by practice. You should set goals so that they are slightly out of your immediate grasp, but not so far that there is no hope of achieving them. No-one will put considerable effort into achieving a goal that they believe is unrealistic. However, remember that the belief that a goal is unrealistic may be incorrect. Such a belief can be changed by effective use of imagery. Personal factors such as tiredness, other commitments, and the need for rest, etc. should be considered when goals are set. Now review the goals you have set, and then measure them against the points above. Adjust them to meet the recommendations and then review them. You should now be able to see the importance of setting goals effectively.

Thinking a Goal Through

When you are thinking about how to achieve goals, asking the following questions can help you to focus on the sub-goals that lead to their achievement:

- What skills do I need to achieve this?
- What information and knowledge do I need?
- What help, assistance, or collaboration do I need?
- What resources do I need?
- What can block progress?
- Am I making any assumptions?
- Is there a better way of doing things?

Applying the above section will truly help you set EFFECTIVE goals changing your life and those around you!

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