

# Goal Setting

A goal is a general statement of what an organization or individual intends to accomplish. Without goals, an organization has nothing to guide its actions for the year. Goals provide officers and members with something to strive for and an evaluation measure to determine what the organization has accomplished over the year.

Every organization should engage its members and officers in a self-examination of what its current status is and where it wants to go. Through the goal setting process, goals can be developed that will guide the actions and efforts of the officers and members. There are five main elements to remember about goals.

## Goals should be:

- *Short* – A goal should be brief so that it can be memorized. If it's more than a short paragraph, it may be two goals.
- *Achievable* – Too often the reason we fail is because the initial goal was not realistic or attainable. Set goals that are realistic for you. They should be high but not so high that you can never attain them.
- *Measurable* – Don't use vague or unclear terms in your goals. Make your goals quantifiable. If you set a goal to increase your membership, state by how much. We will increase our membership by 20% in the next year.
- *Positive* – Make sure you state your goals in a positive manner. State what you want to accomplish not what you want to avoid. Mentally this will help you work towards your goal.
- *Time sensitive* – Your goal will be broad so you will need to create objectives to determine the exact action to be taken to achieve the goals. The objectives will have a set starting time and a definitive completion date. This will keep you focused and successful.