

Goal Setting and Vision Planning

Why are goals important?

- They allow your organization to have a clear vision.
- Goals help set a firm direction for something definite to work toward.
- Goals create motivation within an organization.
- Goals give a clear understanding of ideas and responsibilities for group members.
- Goals provide a concrete means of measuring progress and success.
- Goal setting can be a teambuilding exercise for individuals to become committed to the organization.
- Presents an opportunity to assess your organization in reaching the goals.

Develop your goals, utilize the SMART goal method:

Specific: Answer these questions: Who? What? Where? When? Which? Why? What do I want to accomplish? For example: a general goal would be, “raise money for our organization” and a specific goal would say, “plan and execute 1 fundraiser each semester.”

Measurable: Create specific criteria for measuring progress toward the attainment of your goals. Keep these questions in mind: How much? How many? How will I know when it is accomplished?

Attainable: Maintain a positive attitude and outlook towards your goals. Take steps in planning your goals seriously so that you create a reasonable timeline and can make your goal a reality.

Realistic: You must be willing to work towards your goal. A goal can be both high and realistic; you are the only one who can decide just how high your goal should be. But be sure that every goal represents substantial progress.

Timely: A goal should be grounded within a time frame. With no time frame tied to it there’s no sense of urgency.

After brainstorming, prioritize the goals:

- Place goals in order of importance.
- Have members rank the goals on their own and then share their ideas with the group to reach consensus.
- After goal setting, develop plans to achieve the goals so they are more than words.

Develop an action plan:

- Start with the one goal that the group considers the most important or complex.
- Develop a detailed plan for fulfilling the objective by the target date.
- Identify what information, not already available, is needed to meet that objective.
- Put the steps in the order they need to be done.
- Determine what individuals or groups in the organization will be involved in the implementation of the plan, then decide who will be responsible for what phases of the plan.
- Set a deadline for each step.
- Evaluate the goals or the people doing them periodically to check their progress and make sure members are working to achieve them.
- Conduct an evaluation of the goals by the end of the year. From that evaluation, make recommendations for next year’s group.