

## Goal Setting

### Purpose of Goal Setting

Setting goals helps people strive to achieve. Although goal setting may be challenging, it is definitely worthwhile. The intention is to increase efficiency and effectiveness by specifying desired outcomes. Hellriegel, Slocu, and Woodman & Martens (1992) find goals to be important because they:

- Guide and direct behaviour
- Provide clarity
- Reflect what the goal setters consider important
- Help improve performance
- Increase the motivation to succeed
- Instill pride and satisfaction in achievements
- Provide challenges and standards
- Bolster self-confidence and decrease negative attitude

### Goal-setting Model

The **SMART** guidelines can help set effective goals that will help in traveling the road to success.

**SMART** means:

**Specific** – A goal of graduating from college is too general. Specify how this will be accomplished, e.g. study more in order to receive better grades.

**Measurable** – Establish criteria for how to achieve a goal. Measurable does not refer to a timeline; it means determining a way to measure your success in completing the long-range goal.

**Action-oriented** – Be proactive in taking action that will result in reaching the desired goal.

**Realistic** – Strive for attainable goals; consider the resources and constraints relative to the situation.

**Timely** – Allow reasonable time to complete each goal, but not so much time that you lose focus or motivation.

## IMP

The Industry Mentoring Program (IMP) has matched Griffith Students with Industry professionals for career development learning and industry exposure. We support hundreds of mentoring relationships throughout the year, in a wide range of backgrounds and industries.

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