

STRATEGIES FOR SETTING AND ACHIEVING PERSONAL GOALS

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DISCUSSION TOPICS:

- WHAT IS A GOAL?
- HOW GOALS AFFECT PERFORMANCE
- WHAT ARE PERSONAL GOALS?
- ADVANTAGES OF PERSONAL GOALS
- TYPES OF PERSONAL GOALS
- GOAL SETTING
- PROCESSES OF SETTING AND ACHIEVING PERSONAL GOALS

WHAT IS A GOAL?

According to Loke A. Edwin, an American psychologist, and pioneer in goal-setting theory, a goal or an objective is an idea of the future or desired result that a person or a group of people envision, plan, and commit to achieve.

HOW GOALS AFFECT PERFORMANCE

Direct attention and effort toward goal-relevant activities

Goals indirectly lead to the discovery and use of task-relevant knowledge and strategies.

Difficult goals lead to greater effort

Goals increase persistence.

WHAT ARE PERSONAL GOALS?

Personal goals are specific objectives that individuals set for themselves to achieve success in their career and other areas. These goals can be short-term or long-term and may include objectives such as improving job performance, increasing productivity, developing new skills, advancing to a higher position, or starting a new career. The key to setting personal goals is to make them specific, measurable, achievable, relevant, and time-bound.

To achieve personal goals, it's important to set clear objectives and create a plan for achieving them.



ADVANTAGES OF PERSONAL GOALS

Achieving personal goals can have many advantages, including:

- ❖ Increased job satisfaction
- ❖ A sense of accomplishment and fulfillment
- ❖ Improved self-esteem and confidence
- ❖ New skill development
- ❖ Opportunities for career advancement, and financial rewards.

TYPES OF PERSONAL GOALS

Career Goals

Educational Goals

Financial Goals

Educational Goals

Relationship Goals

Health Goals

Experience Goals

GOALS

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GOAL SETTING

Goal setting is the process of defining specific, measurable, achievable, relevant, and time-bound objectives that an individual or organization aims to achieve. It involves identifying the desired outcomes and developing a plan for achieving them.

Additionally, it's important to recognize that goal-setting is an ongoing process and that goals may need to be re-evaluated and adjusted over time. Ultimately, setting and achieving professional goals requires dedication, perseverance, and a willingness to learn and grow.



PROCESSES OF SETTING AND ACHIEVING PERSONAL GOALS



Identify the desired outcome

- Define specific outcomes, not just general goals, or objectives.
- The goals must be SMART (specific, measurable, achievable, relevant, and time-Bound).

Develop a plan of action.

- Break down set goals into smaller, more manageable steps. For example;
- *Launching a social media campaign.*
- *Launching a Google display ad.*
- *Involving influencers.*

Set a deadline for completion

- A timeline gives purpose and urgency to goals
- If a goal stretches over the whole year, you can set deadlines for all the smaller steps that need to be completed too.

Assess the resources needed.

How many people will be involved in achieving this goal?
What skills are required? What resources are needed (money, time, people, etc)

Implement the plan

This is where executing the action plan begins.
Develop a reward system for achieving goals to act as a motivator.

Track progress

Tracking and reviewing progress helps to keep those involved on track and motivated.

THANK YOU