



Goal Setting for Success

DR. LEAH BUSAM KLENOWSKI (SHE/HER)

ASSISTANT VICE PRESIDENT FOR LEADERSHIP & ENGAGEMENT

An Organizational Goal

- ▶ In one word, what is one thing you want your club to accomplish this semester?

Why Set Goals?

- ▶ Provides clarity and direction
- ▶ Aligns your team
- ▶ Keeps you focused
- ▶ Helps you effectively use your resources
- ▶ Helps measure success
- ▶ Boosts membership motivation

"A goal without a plan is just a wish." – Antoine de Saint-Exupéry

Membership Buy-In

- ▶ Your members matter!
 - ▶ They have ideas and interests
 - ▶ They have reasons for joining
- ▶ Involved members are more invested
- ▶ Ways to gather their input
 - ▶ Focus group or listening session
 - ▶ Online feedback form
 - ▶ Discussion at an organization meeting

What is a **SMART** Goal

S	Specific – What exactly do you want?
M	Measurable – Can you track progress?
A	Achievable – Is it realistic?
R	Relevant – Does it matter right now?
T	Time-bound – When will it be done?

Example SMART Goal

- ▶ Before: “Grow membership”
- ▶ After: “Gain 5 new members by November 1st through a 3-week outreach campaign.”

Your Turn!

- ▶ At the end of this year, what do you want your organization to have accomplished?
- ▶ How can you consider your members' needs and interests?

- ▶ Worksheet Instructions
 1. Brainstorm a few ideas (not in SMART format)
 2. Pick 1-2 ideas to turn into SMART goals
 3. Pair up for feedback

Let's Hear Some Goals

- ▶ Who wants to share one of their goals?

Challenge Opportunities



- ▶ Share your sample goals with your membership and get feedback
- ▶ Take 1 action in the next 7 days toward achieving your goals

"Discipline is the bridge between goals and accomplishment." – Jim Rohn