**Relevance**

**GOAL SETTING**

Goal setting provides direction and purpose to help you achieve your vision for the future.

**Learning objectives**

By the end of the session, participants should be able to:

* Apply strategies for setting effective goals
* Develop a plan for achieving goals

**Before the session**

* Ask participants what they would like to gain from the session and use their comments to customize its content.
* Consider how you will facilitate the session and adjust it for your audience.
* Think of an opening activity that will grab participants’ attention and other ways to keep the session interactive.
* Prepare any materials you will need for the session.

**During the session**

* Welcome participants and introduce yourself.
* Review learning objectives.
* Highlight these key messages:
  + Goal setting ensures the strategic use of time, effort, and resources to accomplish what’s important.
  + Setting and achieving goals involves:
    - Assessing strengths and weaknesses
    - Setting long- and short-term goals
    - Developing an action plan
    - Evaluating and measuring success
  + It’s important to set realistic, achievable goals.
  + Keep yourself accountable for reaching goals.
  + Remember to celebrate success and recognize those who helped.
* Use discussion questions to boost conversation:
  + How do short- and long-term goals work together?
  + What are the traits of an achievable goal?
  + How can an action plan help you stay focused?
  + How do you keep yourself, employees, or members of your club motivated to achieve goals?
  + How often will you re-evaluate your goals as a leader?
* Lead one of the activities below.
* At the end of the session:
  + Take questions from participants.
  + Review the learning objectives to make sure they’ve been achieved.
  + Ask participants to write down one idea they’ll use from the session.

**Activities**

1. Purpose: Developing an action plan

* Allow 20 minutes for this activity.
* Ask participants to think of a long-term professional or Rotary goal they have.
* Have participants pick one short-term goal they want to achieve to realize that long-term success.
* Next, ask participants to personalize an action plan to help achieve the goal. Plans should include (list them on a flip chart):
  + The tasks needed to reach the goal
  + Timeline for achievement
  + Milestones within the tasks
  + Measures to track achievements
* Ask for volunteers to share their plans to the group.

1. Purpose: Analyzing goals

* Allow 20 minutes for this activity.
* Divide participants into small groups.
* Ask each group to do a SWOT analysis of their club regarding one of the club’s annual goals. SWOT, which stands for strengths, weaknesses, opportunities, and threats, is a structured way to study goals.
* Have groups divide a paper into four parts and list the club’s:
  + Strengths — internal capabilities (experience, skills, talents)
  + Weaknesses — internal liabilities (limits, missing resources)
  + Opportunities — external resources (support, tools)
  + Threats — external factors and events (risks, obstacles)
* Next, ask the groups to decide whether to keep the goal, change it, or set a new one based on their SWOT analysis. Ask groups to describe the goal if they change it or set a new one.
* Gather the groups again to discuss their SWOT analyses and goals.