



**Partners
In Health**

ENGAGE

Building the **Right to Health** Movement

How to Set Goals and Stick to Them



We all know the big joke around New Years resolutions, but there is a very concrete reason why these goals we set for ourselves are not always met. Usually there is nothing wrong with the result we want from our goals (New Years or otherwise). The problem is actually in the way we frame these goals for ourselves. We are going to be talking about how to set ourselves up for success when it comes to goal setting and following through.

- Why Set Goals?
- Setting (SMART) Goals
- Making Goals Attainable
- Following Through
- Your Turn!
- Resources

- They push you **forward**
- They hold you **accountable**
- They set **priorities**
- They inform **action**
- They help **morale**

It seems obvious but it is important to recognize why we set goals in order to understand how to set them effectively:

1. Defining this area for improvement and setting a concrete goal will help you push forward when the hours get long and the body feels tired.
2. This motivation to change arises from a clearly defined expectation. Setting a goal means that, if improvements are not made, there can be consequences. It's hard to admit when you fail, but understanding the definition of failure, alongside the definition of success, is necessary to evaluate your goals and the methods used to reach them.
3. The process of setting expectations helps define what's important. Obviously, since you can only work on one goal at a time with each action, determining where to start and make the biggest impact is the most important. What's key, however, is understanding how goals work together. Focus on what will make an impact, and know that each goal helps inform future goals.
4. By setting goals, you can determine what concrete actions need to be taken to achieve the desired outcome
5. Your goals are great, but people are the ones that turn them into profit. For

1. this reason, taking care of your people should be priority #1. Doing so will help avoid burnout of valuable contributors and keep your leadership strong when the going gets tough. Keep your team, your organization, and yourself happy and give everybody something to strive for, fight for, and win.
 - a. Knowing what defines your success and building guideposts to its attainment will help get the ball rolling, or right a wayward team. Know your priorities and desired destination, and use their articulation to motivate change. Act with purpose based on the right metrics and use the common aim of your team to achieve little victories. Doing so will require some organization and a brief pause of efforts, but this common drive, momentum, and attainment, will mean more than you know when the trophy is finally hoisted.

Reference:

https://www.bluehost.com/blog/educational/10-reasons-setting-goals-important-comes-success-online-2966/?utm_source=google&utm_medium=genericsearch&kclickid=9607fc40-94a9-4deb-9f69-55a23ac4ae53&kenshoo_ida=Blue%20Host%20IDA&gclid=CjwKCAjwx9_4BRAHEiwApAt0zv9ZpCgAHLlv_f-2ImOIXcoDnBZPSROYiuhAfGhZugwYUrRuTdfvhRoCLSUQAvD_BwE



1. Specific

Your goal should be clear and specific, otherwise you won't be able to focus your efforts or feel truly motivated to achieve it. When drafting your goal, try to answer the five "W" questions:

- **What** do I want to accomplish?
- **Why** is this goal important?
- **Who** is involved?
- **Where** is it located?
- **Which** resources or limits are involved?

2. Measurable

It's important to have measurable goals, so that you can track your progress and stay motivated. Assessing progress helps you to stay focused, meet your deadlines, and feel the excitement of getting closer to achieving your goal.

A measurable goal should address questions such as:

- How much?
- How many?
- How will I know when it is accomplished?

3. Achievable

Your goal also needs to be realistic and attainable to be successful. In other words, it

should stretch your abilities but still remain possible. When you set an achievable goal, you may be able to identify previously overlooked opportunities or resources that can bring you closer to it.

An achievable goal will usually answer questions such as:

- How can I accomplish this goal?
- How realistic is the goal, based on other constraints, such as financial factors?

4. Relevant

This step is about ensuring that your goal matters to you, and that it also aligns with other relevant goals. We all need support and assistance in achieving our goals, but it's important to retain control over them. So, make sure that your plans drive everyone forward, but that you're still responsible for achieving your own goal.

A relevant goal can answer "yes" to these questions:

- Does this seem worthwhile?
- Is this the right time?
- Does this match our other efforts/needs?
- Am I the right person to reach this goal?
- Is it applicable in the current socio-economic environment?

5. Time-bound

Every goal needs a target date, so that you have a deadline to focus on and something to work toward. This part of the SMART goal criteria helps to prevent everyday tasks from taking priority over your longer-term goals.

A time-bound goal will usually answer these questions:

- When?
- What can I do six months from now?
- What can I do six weeks from now?
- What can I do today?

Reference: <https://www.mindtools.com/pages/article/smart-goals.htm>

1. Start with the initial goal you have in mind
2. Outline each of the components of 'SMART' by answering questions related to each letter
3. Revise your initial goal statement to include the parameters you outlined

#2

For example, when looking at measurability, ask yourself the question: How can I measure progress and know if I have met my goal?

Also ask questions such as how much and how many

ie. how many donors do I need to have in order to ensure that I will reach my personal fundraising goal?

Reference: <https://www.smartsheet.com/blog/essential-guide-writing-smart-goals>

SMART Goals Worksheet:

S.M.A.R.T. GOALS WORKSHEET

Crafting S.M.A.R.T. Goals are designed to help you identify if what you want to achieve is realistic and determine a deadline. When writing S.M.A.R.T. Goals use concrete language, but include relevant information. These are designed to help you succeed, so be positive when answering the questions.

I INITIAL GOAL	Write the goal you have in mind
S SPECIFIC	What do you want to accomplish? Who needs to be included? When do you want to do this? Why is this a goal?
M MEASURABLE	How can you measure progress and know if you've successfully met your goal?
A ACHIEVABLE	Do you have the skills required to achieve the goal? If not, can you obtain them? What is the motivation for this goal? Is the amount of effort required on par with what the goal will achieve?
R RELEVANT	Why am I setting this goal now? Is it aligned with overall objectives?
T TIME-BOUND	What's the deadline and is it realistic?
SMART GOAL	Review what you have written, and craft a new goal statement based on what the answers to the questions above have revealed.

Reference: <https://www.smartsheet.com/blog/essential-guide-writing-smart-goals>



SMART vs Not SMART

General Goal:

We will bring more people into the right to health movement by increasing our membership numbers.

SMART Goal:

Our chapter will work together to host a recruitment event on our campus quad by September 15th, during which we will collect at least 25 emails and 5 solid commitments to come to our first chapter meeting. This will build our capacity as a club to effect change in the right to health movement.

What distinguishes the SMART Goal from the general goal?

What makes the SMART Goal more likely to be met?

Setting SMART Goals Defines...

- your objectives
- the steps you will need to take
- the resources you will need
- the benchmarks that indicate progress
- a completion date

**Are there any
questions so far?**

1. Be realistic
2. Look back
3. Include others and delegate
4. Hold those involved accountable
5. Prevent burn-out
6. Reflect on progress

Set goals that are within (or nearly within) your team's current capacity.

The key is to have a **realistic** but **challenging** goal!

“Dream big dreams, but never forget that realistic short-term goals are the keys to your success.”

- Mac Anderson

This is the **R** in SMART but it is worth repeating!!!

It would be great if this year we could give everyone in the world access to healthcare but it is unlikely to happen on this timeline and from the work of just this organization

If you set goals that are great but unrealistic this can make it very easy for your team to stop working towards them. It creates a sense of hopelessness because in their current state it is unlikely there will be tangible progress.

The goal needs to be realistic but it shouldn't be really **easy** to reach. The point of goals is not to just complete a task, but strive for something that is above and beyond what you have done in the past or the team's current status quo.

Look back at goals you have set/met in the past and use these as a guide for what you hope to accomplish now.

Note: while recycling is usually great, this is not one of those times!!!



If you had a goal of raising \$2000 last year and you raised \$2135, your new goal should challenge your previous success: a new goal of raising \$2750 is realistic but challenging based on your previous year where a new goal of raising \$15,000 is not necessarily realistic.



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Setting Goals with Your Team

- Make sure that everyone has motivation to make this goal a reality
- Delegate meaningful tasks
- Do not overload
- Consider all of the goals you are working on

- **Communication**
 - be clear about what their role is
 - check in frequently
- **Set clear timelines and expectations**
- **Have your team members work in small groups on their tasks**
- **Maintain motivation...**

Keep in touch to ask about progress/completion of tasks

Working together with peers will keep them accountable to each other as individuals as well as the greater team

- Answer the question ‘Why?’
- Remind your team of their responsibilities
- Plan for specific check-in points to monitor progress
- Encourage your team to ask for help
- Recognize and celebrate milestones!!

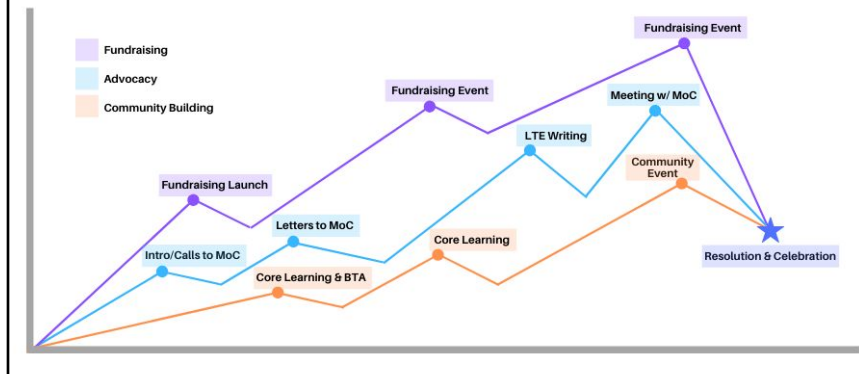
Answer the question ‘Why?’ - It clarifies your purpose and keeps you motivated toward your goal not just out of obligation or commitment, but because it also aligns with your values. It is good to ask ‘why?’ at many points along the way to prevent burn out

Look back as a team and evaluate:

- What worked well?
- What could be changed?
- What would we like to do next time?

Reflection is beneficial while you are still trying to complete your goal as well as after the goal deadline.

- Choose campaign peaks



What is a campaign peak? This is PIH Engage’s way of pinpointing the specific events that will give your year long campaign shape and momentum. A “peak” could be anything from a fundraising event, to writing a letter to the editor, to a personal fundraising campaign, to a meeting with your member of Congress. The main idea is that each of these peaks has a date or timeline, a set of measurable goals associated with it, and builds power throughout the year to achieve your goals. An example: In the spring, we will raise an additional \$3,000 by hosting a Strides in Solidarity walkathon, organize 2 panel discussions on specific global health topics, and bring 5 people each to 2 meetings with members of Congress.

- Choose campaign peaks
- Detail the actions leading up to the peaks
- Decide the team structure necessary to carry out the campaign
- Establish roles, the timeline, and checkpoints
- Share with your coach/the National Leadership Team!

Collective Goal-Setting Worksheet

[Full Doc Here](#) (pg. 10)

Collective Goal-Setting Worksheet	
	Detailed Goal Break-down
Peak #1	
Date:	
Location:	
Primary Goal:	
	Detailed Goal Break-down
Peak #2	
Date:	

Fundraising goal for the semester:

Strides In Solidarity Walkathon on 4/15/2021

Goal: raise \$3,000

- **If your Recruitment Team has 10 members, and they are each responsible for recruiting 10 participants: 100 participants x \$15 entry fee = \$1,500**
- **If each member gets 3 of their 10 participants to create a fundraising page: 30 participants set a goal of \$100, they each actually raise \$50, 30 participants x \$50 = \$1,500**

TOTAL: \$3,000

THIS IS HYPOTHETICAL!!!!!!

Practice: based on the campaigns we just learned about, take a few minutes to outline a potential goal for your team to have during the upcoming year using [this worksheet](#)

Bonus points if you make it a campaign peak!

Worksheet download link:

<https://www.smartsheet.com/file/ic-smart-goals-worksheet-template-8542dotx>

- Set SMART goals!
 - **S**pecific
 - **M**easurable
 - **A**ttainable
 - **R**ealistic
 - **T**ime Based
- Make the goals attainable through accountability, maintaining motivation, and looking back
- Reflect on your progress during and after
- Set all other goals around your campaign peaks

You may already know but you will be setting goals with your team next week!

7/27-8/1

All Team Coordinators will set up a time to meet with their teams to set team goals for 2020-21

Use the skills you learned here to guide this process!

Questions??

**REMINDER: Please rejoin
the main zoom group and
rename yourself with your
small group letter before
you take your break!**



Additional Resources

More resources can be found at
[pih.org/engage](https://www.pih.org/engage)

- [Ted Talks about goal-setting](#)
- [More on SMART Goals](#)
- [SMART Goals Worksheet](#)
- [PIH Engage Retreat Outline](#) (primarily focuses on setting goals with your team)

- <https://www.mindtools.com/page6.html>
- <https://www.ted.com/topics/goal-setting>
- <https://www.entrepreneur.com/article/282514>
- <https://www.entrepreneur.com/article/291912>
- <https://www.mindtools.com/pages/article/smart-goals.htm>
- <https://www.pih.org/sites/default/files/EngageBrowser/Community%20Building%20%26%20Education/Kickoff%20Retreat%20Manual.pdf>