



# Partners In Health

ENGAGE

Building the **Right to Health** Movement



**Partners**  
**In Health**  
ENGAGE

---

# How to Set Goals and Stick to Them

May all  
your troubles  
last as long  
as your  
New Year's  
resolutions.

JOEY ADAMS



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



# Why Set Goals?

---

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



# SMART Goals

S



Specific

M



Measurable

A



Attainable

R



Relevant

T



Time Based



# Setting SMART Goals

---

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

# 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 concise language, but include relevant information. These are designed to help you succeed, so be positive when answering the questions.

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



# 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.

# Why Set Smart Goals?

---

## 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



**Partners**  
In Health

ENGAGE

---

**Are there any questions  
so far?**



# Making Goals Attainable

---

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

# I. Be Realistic

---

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

## II. Look Back

---

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!!!





## III. 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



## IV. Accountability

---

- **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...**





## V. Maintain Motivation

---

- 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!!

## VI. Reflect on the Progress

---

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.



# Anticipating Challenges

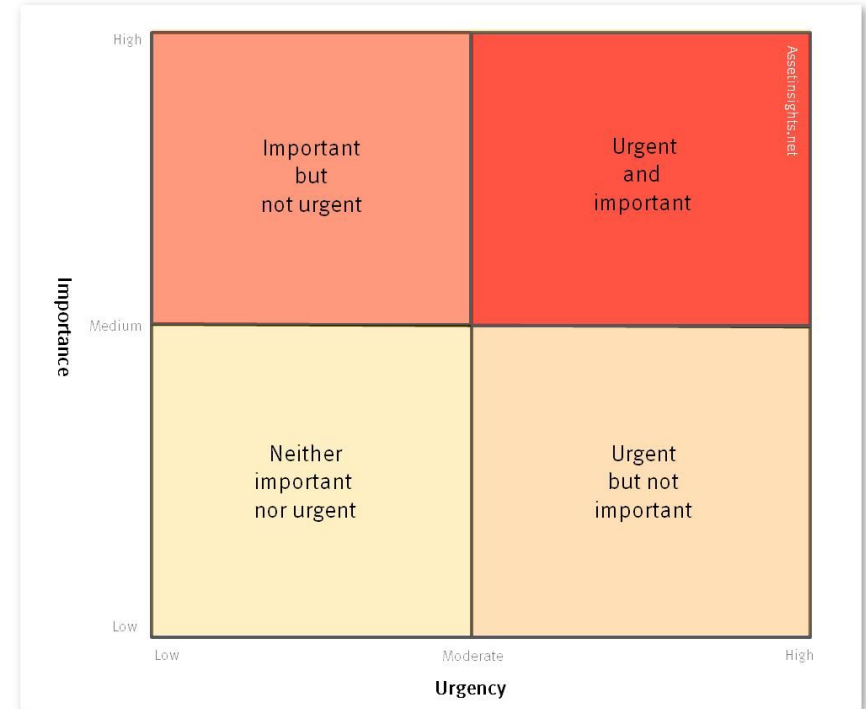
---

- Plan strategies incorporating action items and details
- Think about challenges that might be associated with each step
  - Brainstorm a back-up plan or alternative solution
  - Especially relevant for larger events



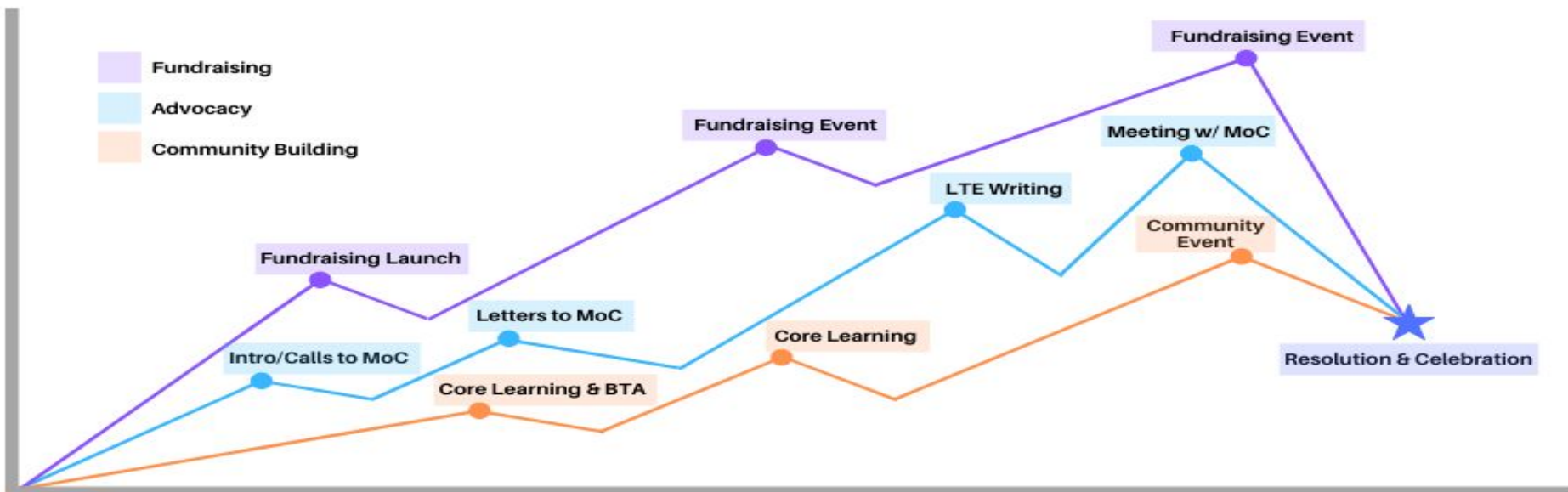
# Additional Skills

- Time Management and Prioritization
- Self-Assessment
- Creating “back-up” plans



# Setting Goals for Executing the Campaigns

- Choose campaign peaks



# Setting Goals for Executing the Campaigns

---

- 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)

<u>Collective Goal-Setting Worksheet</u>	
	Detailed Goal Break-down
<b>Peak #1</b>  Date:  Location:  Primary Goal:	
	Detailed Goal Break-down
<b>Peak #2</b>  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**





# Key Takeaways for Setting Goals

- Set SMART goals!
  - Specific
  - Measurable
  - Attainable
  - Realistic
  - Time 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

# Next Steps!

---

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

All Team Coordinators will set up a time to meet with their teams to set team goals for 2021-22

Use the skills you learned here to guide this process!

# Your Turn!

---

**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!**



**Partners**  
**In Health**

ENGAGE

---

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



Partners  
In Health  
ENGAGE

# Additional Resources

---

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