

Goal Setting

By Heidi Mumme

Do you feel like you have direction in your life, do you feel like you are spinning in a washing machine or some combination of the two?

Do you set short term and long-term goals for yourself, your family, your work?

Have your goals changed with COVID?

What is goal setting?

By definition, goal setting involves the development of an action plan designed to motivate and guide a person or group towards a goal. Goal setting can be guided criteria such as SMART criteria (Specific, Measurable, Attainable, Relevant, Time-bound).



Whether consciously or not, we all set ourselves goals. It may be as simple as getting out of bed in the morning and exercising or as involved as becoming CEO of a multinational company. No matter what context, goal setting involves planning for the future whether that future be short term or long term.

The next question is then, how do you set goals?

Commonly people follow a linear process whereby they work through a number of steps, for example:

1. Write down the goals
2. Determine how to measure goal achievement
3. Establish a deadline for achieving the goal
4. Identify any obstacles to achieving the goals
5. Identify how to overcome obstacles
6. Review the list
7. Monitor progress and continue to set goals.

Do we need to ask ourselves: Is goal setting really a linear process?

Let me introduce you to the concept of mind mapping, a process to expand your thinking. A mind map is a graphical way to represent ideas and concepts. A visual thinking tool that helps structure information allowing you to better analyse, comprehend and generate ideas. Ideas include goals!!

The structure of a mind map follows this simple process:

1. A central idea / goal – this is the focus of the map and the central “bubble” or “trunk”
2. Main themes radiate from the central goal (“trunk”) as “branches”
3. Each branch comprises of words, images, thoughts on its own line “the twigs”

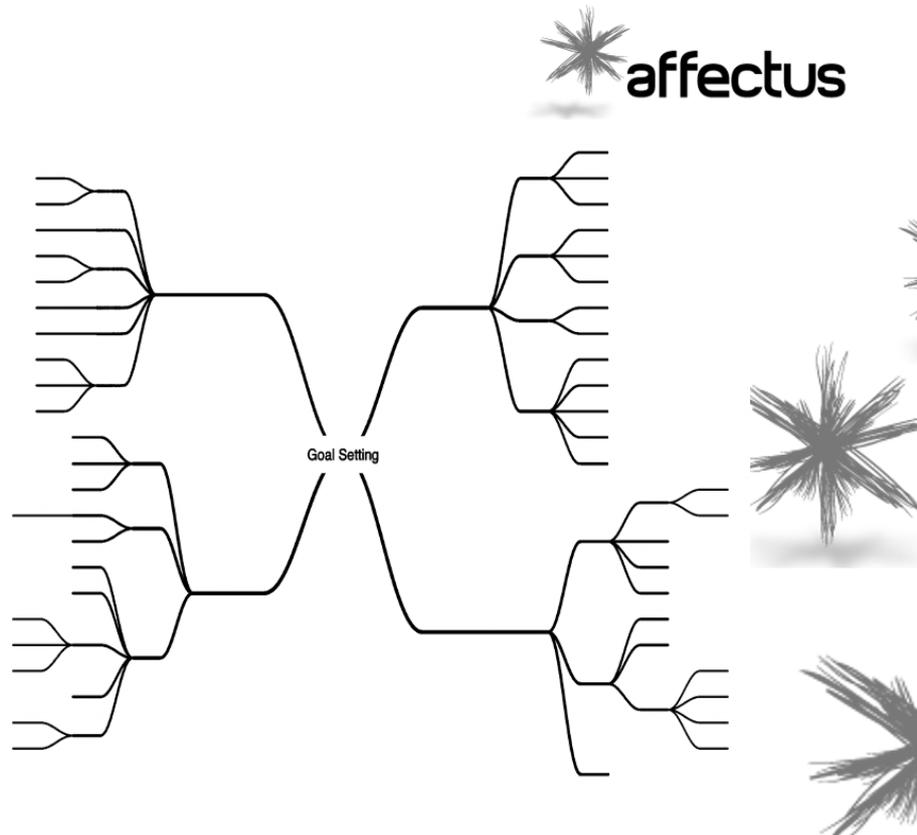
We then need to ask the question – Do any of our twigs or branches connect?

When setting goals using this more fluid process the above analogies can be used as follows:

“Trunk” = Your Goal – what is to be achieved – the big picture

“Branches” and “twigs” = the reaching arms of your goal.

Here is a mindmap structure to get you started.



The following questions might help you detail the branches and the twigs of your mindmap.

<ul style="list-style-type: none"> - <i>What is your message?</i> <ul style="list-style-type: none"> ○ Who should I talk to? ○ Who should I listen to? ○ Whose opinions will I respectfully accept 	<ul style="list-style-type: none"> - <i>Who are your people?</i> <ul style="list-style-type: none"> ○ How will I support people? ○ Who will help me and how do I reward them? ○ Who else will be impacted? ○ What language will be used?
<ul style="list-style-type: none"> - <i>What is your ripple effect?</i> <ul style="list-style-type: none"> ○ Who will this impact? ○ Who should be on my team? ○ How will I navigate the roadblocks? ○ What outcomes should I anticipate? 	<ul style="list-style-type: none"> - <i>What is your endeavour?</i> <ul style="list-style-type: none"> ○ What action must I take? ○ How do I know when do I start? ○ What commitment will I keep? ○ How will I measure progress and success?

Mind mapping will enable you to make a better list and expand goals.