

Relevance

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.

2. 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.