

# Setting Goals

## Why is the act of setting goals important?

A famous longitudinal study conducted with recent graduates of the 1979 Harvard MBA program showed that while only 3% of the graduates had goals and committed them to writing, those who had “were earning, on average ten times as much as the other 97% of the class combined.” Setting goals takes consideration. Writing goals illustrates commitment. Sharing goals with others takes courage. Achieving goals takes perseverance. Setting goals starts it all.

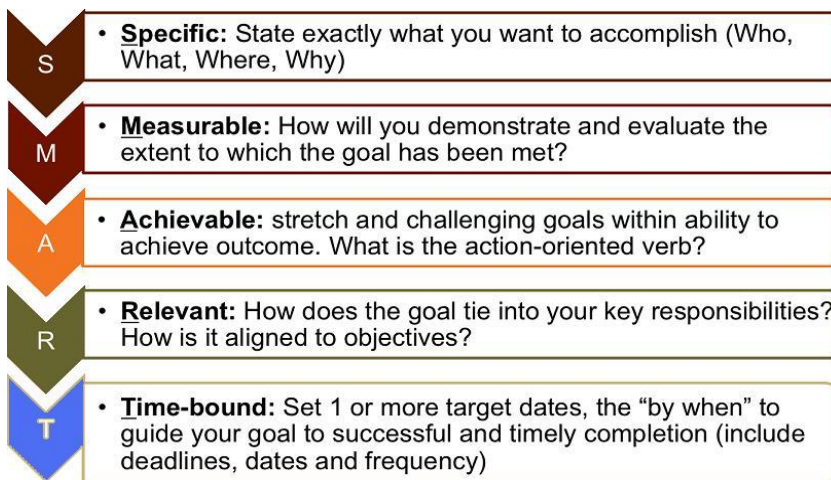


## Consider and Reflect

When considering what your “big goals” should be, reflect on God’s [calling](#) upon your life, your values, and [priorities](#). Concerning more short-term activities, such as the assignments in your current coursework, projects at your job, or activities in the home, you would establish goals in the same way. The main idea is to take something larger and break it down into smaller, more manageable parts. Specifically, the most widely recommended way of doing so is to develop SMART goals.

## SMART Goals

S.M.A.R.T. goals have the characteristics necessary to make them happen. This is an acronym to help you categorize what type of goals you should be setting so that the chances of you succeeding will increase.



**Goal:** *I am going to submit my history research paper to my professor by Friday night at 10 p.m. so that I can spend the weekend at the beach with my family.*

The goal is specific (includes the who, what, where, and why). It is measurable (submitted or not). It is achievable and relevant (part of completing the course for the degree). It is time-bound (with a specific deadline (Friday at 10 p.m.).

## Motivation

Of course, sometimes [motivation](#) can be tough. It helps to connect the goals to the “bigger picture” of your calling, values, and priorities so that they more easily motivate you. If they are important to you, then you will actually care about accomplishing them and then when you start to make progress toward the finish line, you will have far greater reward and satisfaction.

Schedule a Life Coaching appointment to discuss, set, and make an action plan for any goal you have!