

# Quick Tips on Goal Setting and Generating Ideas

## 1. Definitions:

Goal: *an ideal, a desired place toward which people work; a state of affairs that people value.*

Group Goal: *a future state of affairs desired by enough members of a group to motivate the group to work towards its achievement.*

Goal setting is an important objective for every leader of a group or organization. Here are some more tips on goal setting:

- Visualize what you want the desired outcome to be.
- Write goals down. It is important to put your goals on paper so you can see them, remember them, and refer to them.
- Identify the investments and sacrifices you will need to make in order to achieve your goals.
- Write down goals in the first person and present tense.
- Set smaller goals within the larger ones. These will act as checkpoints along the way to success.
- Set target dates to help keep you committed to your time line and focused on your goals.
- Identify your support team (other staff, family, friends, etc.).
- Make sure that your goal is high enough to challenge you. Different people will have different goals depending on their own personalities and interests.
- Take action.
- Make your actions support your goal.
- Review and continually update you goals. It's OK to change your goals.
- Celebrate and reward your success!!

## 2. Immediate goals:

In setting goals choose short-term ones that fulfill the following:

- (1) can be reached in a specific and reasonable length of time
- (2) can be recognized when achieved
- (3) can be used as stepping stones to long range goals

## 3. Overall goals:

In setting goals set long-range goals that:

- have specific and identifiable results which allow for evaluation.
- are realistic, but challenging.
- relate to basic purpose of the group.
- are continual.
- are compatible.
- are workable.

## 4. Before setting goals the following should be done:

- decide on items on which the group agrees.
- be clear about what the group wants.
- rank priorities.
- decide what specific actions will be used to achieve your goals.

## ACTION PLANNING!

Brainstorm what you want to accomplish. Choose from this list the items your organization most wants to do. Prioritize the items as a group. This list represents the group's goals (limit to only 3 or 4). Now you need to develop strategies to implement each one. It may be helpful to follow these steps:

- Define the present situation. Identify aids and barriers to your goals.
- Anticipate future problems and opportunities.
- Develop programs or actions that will help you achieve your goals.
- Develop alternatives and choose those most suitable for your organization at the present time.
- Establish what resources are necessary and who is responsible for completing each task.
- Continually evaluate your progress.

### **RULES FOR BRAINSTORMING:**

No criticism, evaluation, judgment, or defense of ideas during the brainstorming session;

No limit on "wild" ideas, no matter how outrageous or impractical they seem;

Every idea is to be expressed; Quantity is more desirable than quality;

"Piggybacking" - building on ideas - is encouraged;

Everyone must be encouraged to participate;

Record all ideas - i.e.: on a piece of flipchart paper;

Choose "top 5 ideas" - combine similar ideas when appropriate;

Individually rank ideas;

Decide, as a group, which idea will be enacted first; and

Begin the brainstorming process again as necessary

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## *Creativity and leadership*

Here are a few group techniques to generate creativity:

**Brainstorming-** Groups generate as many ideas as possible, listing ideas on a chart so that group members may modify them or combine them to create additional ideas. Criticism is not allowed during brainstorming, nor is evaluation of ideas.

**Storyboarding-** An adaptation of brainstorming, but it is primarily nonverbal so articulate group members are not able to dominate the process. Storyboarding uses a process similar to parliamentary procedure to gain support of an idea before it can remain part of the discussion. Storyboarding allows group members to produce data and solutions to problems generating ideas off of previous suggestions.

**Nominal Group Technique-** Focuses attentions on individual members' ideas by having members write down their ideas/solutions on their own before sharing them with the group. Ideas are all recorded, everyone votes to prioritize ideas, and then discussion is held on only the top ones before another vote is taken. This technique allows everyone to participate and contribute ideas before the group reaches its decision.

*Taken from: <http://www.gmu.edu/student/csl/creativity.html>*