

2016 GOAL SETTING WORKSHEET

PRINTABLES BY THE PREPARY - JANUARY 2016

GOAL SETTING... WHY BOTHER?

Those who approach their work in an organized, thoughtful, and strategic way are generally the same people who get raises, promotions, and (when it's time) great, new jobs.

You wouldn't start a new business without a business plan, so don't start diving into your job without a roadmap.

WHEN YOU'LL USE THIS INFO

- When meeting with your manager to discuss the team's goals (always figure out how your efforts fit into the bigger picture)
- To make sure you're on track from a performance perspective so there are no surprises later on
- To showcase your achievements when asking for a raise, promotion, or during the interview process

WHY NOW?

- January is generally when companies establish their own goals (which will trickle down to you)
- It's the perfect time to align your team to ensure you're focusing on the right things
- You can take the feedback you've gotten during your year end review and take it into account as you create your goals and priorities

5 STEPS TO SETTING GREAT GOALS

Below are 5 steps to writing strong goals. For each step, we'll walk through an example for someone in a Social Media Manager role.

- **START WITH THE BIG PICTURE:** LIST SOMETHING YOU'D LIKE TO ACCOMPLISH THIS YEAR
EX: Increase the company's social media presence in order to get more app downloads
- **GET SUPER SPECIFIC:** JOT DOWN WHAT YOU ARE ACTUALLY GOING TO DO (IN DETAIL) TO MAKE THAT RESULT HAPPEN
EX: Focus specifically on the Instagram and Twitter channels / Increase engagement by posting more and introducing giveaways
- **FIGURE OUT THE METRICS** FOR SUCCESS: NOTE HOW YOU WILL MEASURE IF YOU'VE ACHIEVED YOUR GOAL
EX: Twitter audience is currently at 5000 - increase to 10,000 by December 2016 / Instagram audience is at 1000 - increase to 4,000 by December 2016 / Post 5x per week on Instagram and 20x on Twitter and host 1 giveaway per month
- **MAKE A PROJECT PLAN** - EACH GOAL WILL HAVE A SERIES OF MINI-STEPS NEEDED TO ACHIEVE IT
EX: **Jan** - Map out social calendar and get it approved / **Feb** - Start posting at new frequency / **May** - Check in on progress - if not on track, think of new ways to increase audience / **September** - Check in again on progress - add in new tactics as necessary / **December** - Recap efforts and share final results with team
- **GO THROUGH THIS GOALS CHECKLIST**
 - This goal is attainable and realistic
 - This is something I'm actually excited to work on
 - My manager agrees that this is something I should focus on
 - I've mapped out the smaller steps needed to achieve the goal throughout the year
 - I've added steps and deadlines to my calendar

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1 THE BIG PICTURE GOAL	2 THE SPECIFICS	3 HOW YOU'LL MEASURE	4 YOUR PROJECT PLAN	5 GOALS CHECKLIST
GOAL 1				<ul style="list-style-type: none"><input type="checkbox"/> This goal is attainable and realistic<input type="checkbox"/> This is something I'm excited to work on<input type="checkbox"/> My manager agrees that this is something I should focus on<input type="checkbox"/> I've mapped out the smaller steps needed to achieve the goal<input type="checkbox"/> I've added steps and deadlines to my calendar
GOAL 2				<ul style="list-style-type: none"><input type="checkbox"/> This goal is attainable and realistic<input type="checkbox"/> This is something I'm excited to work on<input type="checkbox"/> My manager agrees that this is something I should focus on<input type="checkbox"/> I've mapped out the smaller steps needed to achieve the goal<input type="checkbox"/> I've added steps and deadlines to my calendar

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GOAL 3				<ul style="list-style-type: none"><input type="checkbox"/> This goal is attainable and realistic<input type="checkbox"/> This is something I'm excited to work on<input type="checkbox"/> My manager agrees that this is something I should focus on<input type="checkbox"/> I've mapped out the smaller steps needed to achieve the goal<input type="checkbox"/> I've added steps and deadlines to my calendar
GOAL 4				<ul style="list-style-type: none"><input type="checkbox"/> This goal is attainable and realistic<input type="checkbox"/> This is something I'm excited to work on<input type="checkbox"/> My manager agrees that this is something I should focus on<input type="checkbox"/> I've mapped out the smaller steps needed to achieve the goal<input type="checkbox"/> I've added steps and deadlines to my calendar

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GOAL 5				<ul style="list-style-type: none"><input type="checkbox"/> This goal is attainable and realistic<input type="checkbox"/> This is something I'm excited to work on<input type="checkbox"/> My manager agrees that this is something I should focus on<input type="checkbox"/> I've mapped out the smaller steps needed to achieve the goal<input type="checkbox"/> I've added steps and deadlines to my calendar
GOAL 6				<ul style="list-style-type: none"><input type="checkbox"/> This goal is attainable and realistic<input type="checkbox"/> This is something I'm excited to work on<input type="checkbox"/> My manager agrees that this is something I should focus on<input type="checkbox"/> I've mapped out the smaller steps needed to achieve the goal<input type="checkbox"/> I've added steps and deadlines to my calendar

IS YOUR GOAL TO GET A NEW JOB THIS YEAR?

IF SO, LET'S CHAT

[CLICK HERE](#) TO SCHEDULE AN INTRO CALL

TO LEARN MORE ABOUT THE JOB SEARCH A TO Z CONSULTING PACKAGE

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