Goal Setting for the Young Professional

Sonja Brandon, M.S.
Vice President, ABPAFS
sbrandon@umich.edu
Our Vision at the University of Michigan Health System

Our vision is to create the future of health care through discovery and to become the national leader in health care, health care reform, biomedical innovation and education.

Leaders and Best in Medicine
Excellence in medical education, patient care and research: That's what defines the University of Michigan Health System.
Why Set Goals?

• Gives you long-term vision and short-term **motivation**.
• Helps you focus your acquisition of knowledge, and organize your time.
• By setting sharp, clearly defined goals, you can measure and take pride in the achievement of those goals.
• You will also raise your **self-confidence**, as you recognize your own ability and competence in achieving the goals.
What are some example goals

Professional
- Certifications
- Licenses
- Certificates
- Advanced Degrees
- Association Involvement

Personal
- Pilot’s License
- Scuba diver
- New Car
- Travel

Financial
- 401K
- Pension Plans
- IRAs
- Stock Market Investments
- Pay Off Loans
Start to set personal goals

Do all your goals fit into the context of your written, stated purpose for your life-long goals?

Begin with the end in mind

Where do you want to be in 5 years, 10 years

Step 1
- Write them down

Step 2
- Develop a Five-Year Plan

Step 3
- Evaluate it Annually
Setting Lifetime Goals

Career
What level do you want to reach in your career; or what do you want to achieve?

Finance
How much do you want to earn, by what stage? How is this related to your career goals?

Education
Is there any knowledge you want to acquire in particular? What information and skills will you need to have in order to achieve other goals?

Family
Do you want to be a parent? If so, how are you going to be a good parent? How do you want to be seen by a partner or members of the extended family?
Is any part of your mindset holding you back? (If so, set a goal to improve the behavior or find a solution to the problem.)

Are there any athletic goals that you want to achieve, or do you want good health deep into old age?

How do you want to enjoy yourself? (You should ensure that some of your life is for you!)

Do you want to make the world a better place? If so, how can you contribute to your local community?
Setting Smaller Goals

- Create a one-year plan, 6 month plan and one month plan of progressively small goals.

- Create a daily To-Do-List of things to work toward your lifetime goals.

- Review your plans periodically and readjust as necessary.
Smart Goals

S – Specific (or Significant).
M – Measurable (or Meaningful).
A – Attainable (or Action-Oriented).
R – Relevant (or Rewarding).
T – Time-bound (or Trackable).
Goal Setting Tips

State each goal as a positive statement

Be precise: Set precise goals, putting in dates, times and amounts so that you can measure achievement.

Set priorities – When you have several goals, give each a priority.

Write goals down – This crystallizes them and gives them more force.

Keep operational goals small – Keep the low-level goals that you're working towards small and achievable.

Set performance goals, not outcome goals – set goals over which you have as much control as possible.

Set realistic goals – set goals that you can achieve.
Achieving Goals

• When you've achieved a goal, take the time to enjoy the satisfaction of having done so.

• With the experience of having achieved this goal, review the rest of your plans.

• If you achieved the goal too easily, make your next goal harder.

• If the goal took an extensive length of time to achieve, make the next goal a little easier.

• If you learned something that would lead you to change other goals, do so.

• If you noticed a deficit in your skills, decide whether to set goals to fix this.
Example Lifetime Goals

- **Career** – "To be managing editor of the magazine that I work for."

- **Physical** – "To run a marathon."

One-month goal: "Schedule meeting with the current Managing Editor to determine what skills are needed to do the job."

Six-month goal: "Go back to school and finish my journalism degree."

One-year goal: "Volunteer for projects that the current Managing Editor is heading up."

Five-year goal: "Become deputy editor."
Key Points

• Goal setting is an important method of:
• Deciding what you want to achieve in your life.
• Separating what's important from what's irrelevant, or a distraction.
• Motivating yourself.
• Building your self-confidence, based on successful achievement of goals.
Goal Setting Rules

- Long term
- Short term
- Aligned
- Qualitative
- Quantitative
- Achievable
- Positive Impact
Strive for a Balance

• **Career is only one part of life.** You should also take into account your personal goals too.

• Your personal goals may involve your family, relationships, health, educational aspirations and leisure time you want to set aside.

• Always work towards a work-life balance.
Four of the Most Important Values in Life

- Family
- Work
- Finance
- Peace of Mind
Set Your Own Destiny

a year from now you will wish you had started today
It’s a dream until you write it down, then it’s a goal.