

GOALS Model

This workbook is crafted to enhance your understanding and application of the transformative GOALS framework in your personal and professional life. You'll engage with the concepts you've read about in a hands-on, interactive manner, solidifying your understanding, and making the principles of the GOALS model an integral part of your approach to goal setting.

Introduction & Overview

What is Goal Setting

Goal setting is a fundamental skill for personal and professional development. It is the process of identifying something that you want to accomplish and establishing measurable objectives and timeframes to achieve it. Goal setting is crucial in different areas such as career, education, personal development, health, and relationships. Benefits include increased motivation, improved focus, enhanced decision-making, and a sense of accomplishment.

Impact of Effective Goal Setting

Setting goals provides direction, helps prioritize actions, and clarifies the distinction between important and less important tasks. Goals offer a way to measure progress, which is essential for tracking achievements and adjusting strategies. Goals also increase motivation and commitment, driving individuals to overcome obstacles and persist in the face of challenges.

Effective Goal Setting – Introduction to the GOALS Model

The GOALS model provides a structured framework that not only guides in setting objectives but also in adapting and growing throughout the process.

TERM	DESCRIPTION	WHAT TO INCLUDE	EXAMPLES
Growth-Oriented	Goals that promote personal and professional growth	Skills to be acquired, knowledge to be gained, or career advancement	"Improve public speaking", "Expand leadership capabilities"
Observable	Goals that are based on measurable outcomes or behaviors	Specific, quantifiable indicators of success	"Reduce client response time by 30% within 6 months", "Increase productivity by 20% in Q1"
Action-Driven	Goals that are broken down into actionable steps	Clear tasks or milestones to reach the desired outcome	"Attend a professional conference", "Create a weekly progress report"
Limit-Crushing	Goals that push employees beyond their comfort zones	Challenges to overcome, innovation or risk-taking opportunities	"Pioneer a new marketing strategy", "Implement an innovative workflow"
Shared	Goals that involve collaboration and collective responsibility among team members	Team effort, cross-functional collaboration, or shared responsibilities	"Improve team communication", "Collaborate on a joint project"

Understanding the GOALS Model

In this section, we dive into the transformative power of the GOALS model for setting and achieving your goals. After examining the traditional SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goal setting approach, we'll explore how the GOALS model elevates this process, offering a more dynamic, growth-focused, and adaptive method. We'll dissect each component of the GOALS model - Growth-Oriented, Observable, Action-Driven, Limit-Crushing, and Shared - to give you a comprehensive explanation of how it can revolutionize your approach to setting and achieving your goals.

GOALS Model > SMART Model

The GOALS model, unlike the traditional SMART approach, encourages ambitious goals that encourages innovation and breakthroughs, pushing beyond comfort zones. It promotes unity and alignment with a broader mission, making it versatile across various industries and roles. With a focus on observable outcomes, it ensures tangible progress while keeping ambitions realistic and time bound. Essentially, GOALS combines big dreaming with clarity, unity, and practical action steps.

CRITERIA	GOALS Model	SMART Model
Purpose	Emphasizes growth, action, and collaboration in addition to clarity	Sets clear and attainable objectives
Scope	Encourages both individual growth and team collaboration	Often individual-centric
Flexibility	Offers flexibility through action-driven and limit-crushing components	Can be rigid due to its quantitative nature
Innovation	Limit-crushing component promotes thinking beyond traditional boundaries	Doesn't inherently encourage innovative thinking
Growth	Growth-oriented component ensures personal and professional development	Mainly focused on achieving a set target
Measurement	Observable outcomes are vital, but there's room for qualitative progress too	Primarily emphasizes measurable outcomes
Collaboration	Shared component promotes collective responsibility and teamwork	Doesn't emphasize teamwork in its structure
Action	Action-Driven component ensures steps towards the goal are concrete	Action may be implied but not emphasized
Challenge	Limit-Crushing encourages stepping out of comfort zones and setting ambitious targets	Might lack pushing boundaries
Application	Comprehensive enough for both short-term tasks and long-term career or business visions	Suitable for short-term, specific targets

Understanding the GOALS Model (continued)

Writing Goals Using the GOALS Model

The following template is structured around the five key components of the GOALS model, each playing a crucial role in transforming your objectives into reality.

[Growth-Oriented aspect] + [Observable outcome] + [Action-Driven tasks/milestones] + [Limit-crushing challenge/innovation] + [Shared collaboration/responsibility]

Follow these steps to write goals using the GOALS template.

STEP	How to Write GOALS Model Goals	Examples
1	Growth-Oriented Aspect: Begin by defining a goal that encourages personal or professional growth. This aspect focuses on expanding your capabilities and exploring new opportunities.	"I will enroll in a leadership development program to enhance my skills and broaden my knowledge in strategic decision-making and team management."
2	Observable Outcome: Specify clear, observable outcomes to ensure that progress can be measured. This step is about setting tangible benchmarks that are visible and trackable.	"I will increase my sales performance by achieving a 20% increase in monthly sales revenue by the end of the quarter. I will track and document my progress every week."
3	Action-Driven Tasks/Milestones: Outline specific, action-driven tasks or milestones. These are the concrete steps you'll take to move towards your goal, ensuring a clear path to follow.	"I will dedicate 30 minutes each day to practice public speaking techniques, such as voice modulation and body language, to improve my presentation skills."
4	Limit-Crushing Challenge/Innovation: Identify a challenge or innovation that pushes you beyond your comfort zone. This is about setting ambitious targets that stretch your limits and foster breakthroughs.	"I will take on a leadership role in a cross-functional project to challenge myself and gain experience in managing complex initiatives that involve multiple teams."
5	Shared Collaboration/Responsibility: Incorporate elements of collaboration or shared responsibility. This encourages teamwork and accountability, leveraging collective strengths to achieve the goal.	"I will mentor two junior colleagues to help them develop their professional skills and provide guidance in achieving their career goals."

Understanding the GOALS Model (continued)

This next section provides a diverse range of goal statements tailored to various professional roles, each uniquely aligned with the components of the GOALS model. These examples serve as a practical guide to illustrate how the GOALS framework can be effectively applied across different industries and job functions.

As you read these examples, consider how these principles can be adapted and applied to your own growth. These goal statements are not just templates; they are a starting point for you to build upon, modify, and personalize according to your specific aspirations and the unique challenges and opportunities of your role.

Growth-Oriented Goals

JOB ROLE	EXAMPLE
Marketing Manager	Increase our brand's online reach by exploring two new social media platforms we haven't used before by the end of Q2.
Software Engineer	Master a new programming language within the next six months that's predicted to become an industry standard.
School Teacher	Integrate interactive technology tools into at least three lesson plans each semester to enhance student engagement and understanding.
Real Estate Agent	Expand into commercial property listings by attending a specialized course and acquiring five new commercial clients in the next year.
Chef	Diversify the restaurant menu by introducing dishes from two world cuisines not currently represented, after undertaking specialized culinary training.

Observable Goals

JOB ROLE	EXAMPLE
Sales Associate	Boost monthly sales numbers by 15% over the next quarter, with detailed sales reports showcasing the increment.
Graphic Designer	Produce at least three new design concepts for client campaigns each month, which will be presented during team meetings.
Dentist	Reduce patient wait times to no more than 10 minutes, with a visible digital display showing current wait times in the reception area.
Event Planner	Coordinate and execute at least two events per month with a minimum attendance of 100 participants, documented through attendance sheets and event photos.
Fitness Trainer	Increase class attendance by offering two new workout routines every month, with sign-up sheets showing the number of participants.

Understanding the GOALS Model (continued)

Action-Driven Goals

JOB ROLE	EXAMPLE
Digital Marketer	Implement a bi-weekly A/B testing strategy for email campaigns to optimize open rates.
Chef	Introduce a new dish to the menu every month based on seasonal ingredients, accompanied by training sessions for the kitchen staff.
Real Estate Agent	Host weekly open houses for listings that have been on the market for more than 30 days.
IT Specialist	Deploy system updates across the company network on the first Monday of every month, after testing them in a controlled environment.
School Teacher	Organize monthly interactive field trips or guest lectures to enhance hands-on learning experiences.

Limit-Crushing Goals

JOB ROLE	EXAMPLE
Sales Representative	Exceed the quarterly sales target by 15%, setting a new personal record.
Graphic Designer	Master a new design software within three months, expanding the range of offered design styles.
Fitness Trainer	Incorporate three new workout techniques that challenge clients beyond their comfort zones.
Journalist	Pitch and cover stories from two new sectors, venturing beyond the usual beat.
Event Planner	Coordinate an event with double the attendees of any previous one, pushing logistical and planning capacities.

Shared Goals

JOB ROLE	EXAMPLE
HR Manager	I will lead the implementation of a new employee engagement program by collaborating with department heads to gather input and feedback.
Sales Team Leader	I will coordinate a team effort to expand our client base in the new regional market.
Software Team Lead	I will spearhead the development of a new software feature by facilitating collaboration between the design, development, and quality assurance teams.
High School Teacher	I will collaborate with fellow teachers to integrate technology more effectively in our teaching methods.
Engineer	I will take the initiative to form and lead a sustainability task force within the company

Understanding the GOALS Model (continued)

Real World Examples

This section showcases how the entire GOALS framework can be holistically applied to three distinct professional roles: a Project Manager, a Property Restoration Manager, and a Bank Teller. These examples are developed to provide a comprehensive view of how the GOALS model can be seamlessly integrated into various job functions and projects.

Project Manager



A project manager wants to improve the efficiency of their team and the success rate of their projects. Here's a goal for the project manager broken down into the individual components of the GOALS model:

Growth-Oriented: The project manager aims to enhance their team's skills and capabilities by providing team members with regular opportunities for professional development, such as training courses, workshops, or mentorship programs.

Observable: The project manager will measure success by tracking the percentage of projects completed on time and within budget, as well as the number of team members who participate in professional development activities. The goal is to increase on-time, within-budget project completion by 20% and have 90% of the team members participate in at least one professional development activity within the next six months.

Action-Driven: The project manager will create a detailed plan to identify suitable professional development opportunities for each team member, set up a schedule for training, allocate resources, and monitor progress. They will also establish a system to review and adjust project management processes to streamline workflows and improve efficiency.

Limit-Crushing: The project manager will not only aim for incremental improvements in project efficiency and team development but will strive to surpass expectations by actively seeking innovative solutions, fostering a culture of continuous improvement, and encouraging the team to think beyond traditional project management practices.

Shared: The project manager will involve the entire team in the process of setting and achieving these goals, regularly communicating progress, and celebrating milestones together. They will ensure that everyone understands their role in contributing to the overall success of the team and create an environment where team members support and learn from each other.

One, concise goal: Increase on-time, within-budget project completion by 20% and ensure 90% of team members participate in at least one professional development activity within the next six months, by creating an action plan for team skill enhancement, streamlining project management processes, fostering a culture of continuous improvement, and promoting shared responsibility and collaboration among team members.

Understanding the GOALS Model (continued)

Property Restoration Manager

A property restoration manager wants to increase project completion rates and customer satisfaction. Here's a goal for the manager broken down into the individual components of the GOALS model:

Growth-Oriented: Increase the number of successfully completed restoration projects by 30% while maintaining high customer satisfaction ratings.

Observable: Track the number of projects completed each month and monitor customer satisfaction scores through feedback surveys.

Action-Driven: Implement efficient project management techniques, improve team communication, and streamline the restoration process to increase project completion rates.

Limit-Crushing: Successfully restore a high-profile, historically significant property, showcasing the company's capabilities and attracting new clients.

Shared: Collaborate closely with team members, sharing best practices and lessons learned to continuously improve the team's overall performance and skills.

One, concise goal: Increase restoration project completion rates by 30% while maintaining high customer satisfaction, successfully restore a high-profile property, and enhance team collaboration and skill-sharing within the next year.



Bank Teller



A bank teller wants to improve her customer service skills and processing accuracy. Here's a goal for the teller broken down into the individual components of the GOALS model:

Growth-Oriented: Enhance customer service skills and accuracy in transaction processing, aiming to become one of the top-performing tellers in the branch.

Observable: Track the average wait time for customers, the number of transactions processed per day, and the number of errors made per month to measure progress.

Action-Driven: Attend customer service training workshops, learn from experienced tellers, and consistently practice efficient transaction processing techniques.

Limit-Crushing: Achieve a 99% accuracy rate in transaction processing and receive positive customer feedback that mentions your exceptional service.

Shared: Actively contribute to the teller team by sharing best practices and providing support to new tellers, fostering a collaborative and positive work environment.

One, concise goal: Enhance customer service skills and transaction processing accuracy, aiming to become a top-performing teller, achieve a 99% accuracy rate, and actively contribute to the teller team within the next year.

Activity: Goal Alignment Exercise

Now it's your turn to practice aligning your goals with GOALS model. Working through the following prompts and questions will help encourage a deeper understanding and practical application.

Write Down a Current Goal: Be specific, provide context and relevance

Analyze Your Goal Using the GOALS Model

Answer the following questions:

Growth-Oriented: How does this goal contribute to your personal or professional growth?
Are there opportunities to expand this goal to encourage further development?

Observable: What are the measurable outcomes or indicators of this goal?
How will you track and assess progress?

Activity: Goal Alignment Exercise (continued)

Action-Driven: List the specific actions or steps required to achieve this goal.
Are these actions clearly defined and manageable?

Limit-Crushing: Identify elements of this goal that push you beyond your comfort zone.
How does this goal challenge you to go beyond standard expectations?

Shared: Consider the collaborative aspects of your goal. How does it involve others, and how can teamwork or shared responsibility enhance its achievement?

Refine & Align

- Based on your analysis, refine your goal to align more closely with the GOALS model.
- Rewrite your goal, incorporating elements from the GOALS framework.
