



Goals & Snowplows

Having snow skied for years, been a certified ski instructor and comfortable on just about any run in the US, imagine my anticipation of getting lessons from an ex Olympic skier, one ranked 14th in the world in GS. Wow, the kernels of rare knowledge to be had, to catapult my skiing even further!

Yes, the time together on the hill with this individual was amazing. But guess what we worked on? The snowplow! The snowplow, the same thing we start raw beginners doing!! Why? You intuitively know. The value of getting grounded in the basics, nailing the fundamentals. And everyone in the clinic benefitted from the exercise.

Ask ten adults if they know how to set goals and about 90% will say yes. Review ten adults' goal setting document and you'll see about 10% know how to set goals. Your management team will no doubt be higher but careful of any further assumptions 😊 So while goal setting may seem like having to review the snowplow, don't underestimate the value in doing so. This is also an excellent way to ensure there's linkage to the company goals from top to bottom in the organization.

Identify the Goal

The first step of goal setting is to identify and detail the goal that you wish to achieve. **You are defining the desired end-state.** You should look to capture your goal succinctly and clearly. **The goal(s) needs to be:**

- Specific**
- Measurable**
- Attainable**
- Relevant**
- Time Based**

List the Benefits: Once you've identified your goal you should ensure you reflect on the benefits of achieving it. This will help you gain further clarity about the goal and help increase your motivation to achieve it. It will also help you identify further things you can do to help ensure that you achieve it.

List the Obstacles to Overcome: It's important to reflect on the obstacles that you'll need to overcome. These are the things that may block you from achieving your goal. And its likely unexpected obstacles will arise.





List the Skills and Knowledge Required: Understanding these requirements will help you create a plan to gain the skills and knowledge you need for success.

List the People or Groups That'll be Involved: It's not just skills and knowledge that will help you reach your goal. You'll almost certainly benefit from the support of other people as well.

Create an Action Plan: Even the grandest and most long-term goals are most reliably achieved when an action plan has a strategy, then tactical action items, again measurable in results and time, including being reduced to a daily action list. This very well might be the most important piece to goal attainment...boiling it down to a daily "One Thing" to accomplish to reach goal attainment.

Set the Deadline for Achievement: No goal setting is complete without a stated attainment date.

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