

100 Week Sprint

Goal setting for your MBA:
Make the most of your experience

Why set goals?

- Time flies at school, specific goals will make sure that you achieve what you're hoping to!

"Two years flies by, so if you don't pay attention, you'll miss out on so much. Make sure to think broadly about your b-school experience. You can easily get sucked into one aspect of your MBA (e.g. the career search) and lose out on major parts of the whole experience."
–Tuck Graduate

"It feels like I started Stanford yesterday and it's almost been two years! Between dinners with friends, case reading, school-wide events, CEO lectures, group assignments, and time on the tennis courts, the time just flies by." –Stanford Graduate

- With so many things to choose from at school, it helps to have clear goals
 - Also, you're going to be asked often about why school "X" and it helps to align your ideas to goals.
- You'll be asked about them repeatedly throughout the application process

Think about “why b-school” as a set of goals on four different dimensions



These are all areas where you can develop significantly at school.

Some ideas to get you started

QuickStart Goals



Here are some of our suggestions for MBA goals that you can set right from the start of your MBA experience!

Career

- Plan out 5-10 year goals by _____
date
- Build a contact database of ___ people by the end of my first year
#
- Get an internship in _____
city/country
- Investigate _____ and _____ paths and narrow down to one choice by end of
industry/function industry/function
summer before school
- Get _____ type of role at _____ full-time
function firm
- Experiment with _____ for internship
new role/function
- Connect with at least ___ alumni to search for long-term career in _____
industry
- Be an active spokesperson for _____ on campus, introducing a new recruiting program
in first year firm
- Test out new business idea by participating in new venture competition, along with a team of
_____ colleagues
#

Click here for the full version of our QuickStart Goals worksheet!

Use SMART© technique to evaluate your goals

5

Specific

Measurable

Atractive

Realistic

Timely

Evaluate your goals

	Goal assessment									
	1	2	3	4	5	6	7	8	9	10
Specific <i>Does your goal include enough details that are important to you?</i>										
Measurable <i>How will you know if you've achieved your goal? Can you track success?</i>										
Attractive <i>Review your goal to ensure it is what you really want.</i>										
Realistic <i>Is your goal something that you can achieve? Too easy and should you strive for more? Too much of a "stretch" and should you simplify?</i>										
Time bound <i>Do you know when you want to achieve your goal? Set a time limit (e.g. secure X position by 2017).</i>										

Score each goal and refine to achieve clarity

Sample goal: Visit Dubai, perhaps even get a summer internship there, no later than halfway through my second year.

	Goal assessment									
	1	2	3	4	5	6	7	8	9	10
Specific <i>Does your goal include enough details that are important to you?</i>								X		
Measurable <i>How will you know if you've achieved your goal? Can you track success?</i>			Not yet sure vs. other options							X
Attractive <i>Review your goal to ensure it is what you really want.</i>					X					
Realistic <i>Is your goal something that you can achieve? Too easy and should you strive for more? Too much of a "stretch" and should you simplify?</i>							X			
Time bound <i>Do you know when you want to achieve your goal? Set a time limit (e.g. secure X position by 2017).</i>					Visiting realistic, internship is a stretch					X

Consider what each school offers to help you achieve your goals

Goals for XBS

Create a page for each school

--

Classes

Student clubs

Career support

Travel

Other