



**100WeekSprint**



# Goal setting for business school



# Why set goals?

- Adds value to your experience (and your experience flies!)
- Helps you prioritize the activities you get involved in, jobs you pursue, etc.
- Maximizes the investment you're committing to your education

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



Typically people have an extra goal or two focused on careers!

# Brainstorm an initial list of goals (with some ideas to get you started!)

## Career

- Figure out 5-10 year goals
- Get a job in \_\_\_\_ (city)
- Investigate X and Y paths and narrow down to one choice
- Get \_\_\_\_ type of job (function) at \_\_\_\_ (firm)
- Experiment with new role for internship
- Connect with at least \_\_\_\_ alumni to support long-term career path
- Test out new business idea by participating in new venture competition

## Academic

- Take at least 1-2 classes in X discipline
- Specialize/concentrate in \_\_\_\_
- Receive high honors (e.g., Beta Gamma Sigma, Baker Scholar)

## Personal

- Travel to all continents
- Meet at least ½ my class (where I could put faces to names)
- Date regularly / spend time with my spouse
- Improve connections with family / friends
- Go out at least X times per week

## Leadership / involvement

- Join A, B, and C student groups, lead at least one of them
- Contribute to non-profit, joining board
- Build relationships between business schools, leading \_\_\_\_ event
- Organize at least one big event (200+ people) at school

# Apply SMART© technique to evaluate goals and make them actionable

**Ask yourself each question: is my goal...**

**Specific**

**Measurable**

**Attractive**

**Realistic**

**Timely**

Source: Robert Nathan and Linda Hill Career Counselling. Sage. London, 2006.

# Score each goal and refine as necessary 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
<b>Specific</b> (Does your goal include details regarding the type of position, location, and other specifics that are important to you?)								X		
<b>Measurable</b> (How will you know if you've achieved your goal? Is there a way to track your success?)										X
<b>Attractive</b> (Review your goal to make sure it is what you <u>really</u> want.)					X					
<b>Realistic</b> (Is your goal something that you can achieve? Is your goal too easy and should you strive for something more? Is it too much of a "stretch" goal?—in which case, is there an interim goal you should set first?)								X		
<b>Timely</b> (Have you defined when you want to achieve your goal? Set a time limit—e.g., secure X position by 2015.)										X

Not yet sure vs. other options

Visiting realistic, internship is a stretch

# Score your own goals

Goal:	Goal assessment									
	1	2	3	4	5	6	7	8	9	10
<b>Specific</b> (Does your goal include details regarding the type of position, location, and other specifics that are important to you?)										
<b>Measurable</b> (How will you know if you've achieved your goal? Is there a way to track your success?)										
<b>Attractive</b> (Review your goal to make sure it is what you <u>really</u> want.)										
<b>Realistic</b> (Is your goal something that you can achieve? Is your goal too easy and should you strive for something more? Is it too much of a "stretch" goal?—in which case, is there an interim goal you should set first?)										
<b>Timely</b> (Have you defined when you want to achieve your goal? Set a time limit—e.g., secure X position by 2015.)										

# Revisit goals after scoring on SMART matrix; how would you state things differently?

## Career

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## Personal

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## Academic

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- 
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## Leadership / involvement

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## Next steps

- Print a copy of your goals and keep them visible
- Define the goals that are your top three
- Identify tasks required to achieve your top three goals
- Share goals with your support team to increase likelihood you will achieve them