



THE
SPARREY
CONSULTING GROUP

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



Why set goals?

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- Time flies at school, specific goals will make sure that you achieve what you're hoping to!
- Many things to choose from, helpful to have clear goals to prioritize
- You'll be asked about them throughout the process!



Congratulations on getting in! Get ready for time to fly!!!

*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 major parts of the whole experience.”*
– Client and Tuck 2008 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.**”*
– Client and Stanford 2010 Graduate

*“My time at business school flew by, but I made the most of it by **taking advantage of opportunities that were unique to business school.** For example, I attended dinner and speaking events with CEO's of Fortune 500 companies, I traveled to India with 40 classmates and a few professors to learn about India's business and cultural environment, and I spent time building lasting relationships with my classmates.”*
– Client and HBS 2008 Graduate



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

Career

Empty text box for Career goals

Personal

Empty text box for Personal goals

Leadership

Empty text box for Leadership goals

Academic

Empty text box for Academic goals



Some ideas to get you started

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Career

- Figure out 5-10 year goals
- Build contact database of ___ people
- 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 (Beta Gamma Sigma, Baker Scholar, etc)

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
- Invite relevant people to speak
- Contribute to non-profit, joining board
- Organize at least one big event (200+ people) at school
- Build relationships between business schools, leading ___ event

Use SMART© technique to evaluate your goals



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Specific

Measurable

Atractive

Realistic

Timely



Evaluate your goals

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	Goal assessment									
	1	2	3	4	5	6	7	8	9	10
Specific <i>(Does your goal include details of the type of position, location and other details that are important to you?)</i>										
Measurable <i>(How will you know if you've achieved your goal? Is there a way to track your success?)</i>										
Attractive <i>(Review your goal to make sure it is what you <u>really</u> want)</i>										
Realistic <i>(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? Is there an interim goal you should set first?)</i>										
Time bound <i>(Do you know when you want to achieve your goal? Set a time limit (e.g. secure X position by 2015).</i>										



Revisit goals after scoring on SMART matrix, how would you restate?

Career

Personal

Leadership

Academic

Consider what each school offers to help you achieve your goals



Goal	School 1	School 2

Then make an effort to track goals throughout your time at school



Goal	Status	Activities to support goal
Describe goal here	Achieved ___ Ahead ___ On track ___ Getting behind___ Way behind___	<ul style="list-style-type: none"> Describe specific activities getting you closer to goal
	Achieved ___ Ahead ___ On track ___ Getting behind___ Way behind___	
	Achieved ___ Ahead ___ On track ___ Getting behind___ Way behind___	