



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 $\frac{1}{2}$ 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
Specific (Does your goal include details regarding the type of position, location, and other specifics that are important to you?)								X		
Measurable (How will you know if you've achieved your goal? Is there a way to track your success?)										X
Attractive (Review your goal to make sure it is what you <u>really</u> want.)					X					
Realistic (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		
Timely (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
Specific (Does your goal include details regarding the type of position, location, and other specifics that are important to you?)										
Measurable (How will you know if you've achieved your goal? Is there a way to track your success?)										
Attractive (Review your goal to make sure it is what you <u>really</u> want.)										
Realistic (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?)										
Timely (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

-
-
-
-
-

Personal

-
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-
-
-

Academic

-
-
-
-
-

Leadership / involvement

-
-
-
-
-

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