

# EVERWISE

## OUR GOAL SETTING APPROACH

Through our delivery of thousands of successful learning programs, we've learned that participants who adopt a thoughtful, intentional approach to setting their development goals and defining what success looks like get the most out of the Everwise experience. We also know that creating your goals can be a challenging process. So, we've created a 3-step approach to make this a bit easier.

We explore the why, the what, and the how. Our aim is to guide you in answering why you're interested in working on a goal, what success will look like, and how you think you'll achieve your goals. We hope you find it useful as you hone in on what you would like to accomplish in your learning journey with Everwise.

### Step 1: ANSWERING THE WHY AND WHAT (OBJECTIVE)

Your Everwise Experience Manager will help you define a specific learning objective built around your chosen focus area. The goal of setting an objective is to write out what you hope to accomplish such that at a later time you can easily tell if you have reached, or have a clear path to reaching, that objective.

Think about **why** you want to work on this focus area and **what** desired improvement would look like at the end of the next 6 months. You could try to **visualize** (get a clear mental picture) of the goal already accomplished to help answer the what.

Asking yourself the **why** and **what** questions fill out your learning objective:

"I want to work on  [INSERT FOCUS AREA]  so that I can  [INSERT WHY] . I will know that I was successful at the end of the next 6 months if I will have  INSERT WHAT ."

#### Example (Focus Area: Career Planning):

"I want to work on Career Planning so that I can take on more responsibility and bigger challenges and learn how to start thinking and operating at the people management level. I will know that I was successful at the end of the next 6 months if I will have developed a better understanding of my strengths and weaknesses and what skills I need to refine to get a promotion to manager level."

### Step 2: ANSWERING THE HOW (ACTION STEPS OR KEY RESULTS)

Now break down your objective into key results that can serve as measures of success.

You could start by rating your skill level in your chosen focus area on a scale of 1 to 10 - this exercise can help you see how far you want/need to go.

Then, ask yourself **how** you think you will get there:

- **How** would you like to approach your learning objective?
- **How** could you take an initial step to make progress on your learning objective?
- **How** would you define a milestone on the way towards achieving your objective?
- **How** will what you accomplish in the first 4 or 8 weeks help you achieve your 6 month goal?

Then also ask yourself “**How**” questions on the different elements of the learning objective specifically.

**Example (Focus Area: Career Planning):**

- **How** does one take on more responsibility?
- **How** does one learn to think at the next level?
- **How** does one evaluate strengths and weaknesses?
- **How** does one get a raise or promotion?
- **How** does one become a people manager? etc.

Asking these **How** questions will help you formulate the action steps/key results needed to work towards your objective. The key results should be specific, measurable, achievable, relevant to objective and time bound. For the key results make sure to frame declarations of intention, not items on a wish list. "I want to..." lacks power. "I will..." is intentional and powerful.

**Example (Focus Area: Career Planning):**

- I will set up a meeting with my manager within the next week to discuss possible growth areas and identify projects that I could take on to practice my people management skills.
- I will send a feedback survey to 5 people and use the summary of feedback to identify my top 2 - 3 strengths and areas of opportunities. I will have this ready by the time of the kickoff call.
- I will seek out an assignment that's outside the responsibilities of my current role and volunteer to help with it, within the next 2 weeks and record my key learnings from it.
- Over the next 4 weeks I will make a list of all the people who recently got promoted in my company and will think about the 2-3 reasons why they got promoted. I will then look for commonalities to learn from.

If a key result is hard to quantify, ask yourself:

- Will you know success with this goal when you see it? If yes, what will that success look like?

### **STEP 3: IDENTIFYING BARRIERS AND HOW TO OVERCOME THEM**

We find that identifying beforehand what could stand in the way of you achieving the key results helps you achieve them. Identify barriers that you might face and who can help you with them:

Ask yourself:

- What will be potential obstacles or barriers getting in my way?
- What are some concrete steps I can take to overcome those obstacles?
- Who can help me with this? How can they help?

### **COMMON MISTAKES TO AVOID WHEN SETTING GOALS**

There are a few common mistakes that people make when setting goals that should be avoided:

1. Not writing down your goals.
2. Not keeping goals visible.
3. Not establishing stretch goals: things that push you out of your comfort zone.
4. Not identifying the next action/key measures of success and aligning them with your objective.