

The Scarlet Source

"Just" What You Need for Organizational Success

Setting Goals for Your Organization

Why Set Goals?

- Goals help define the purpose of the organization
- Goals can give direction and help your organization avoid chaos
- Goals can be motivating to your members
- Goals clarify and communicate what you are striving for
- Goals provide accountability
- Goals save you time since it allows the group to plan and prepare for the future
- Goals give each member a chance to state his or her expectations for the group

Set Goals Together

Set your organizational goals as a group and make sure you set aside enough time for discussion (See Goal Setting Activity on next page). Make sure everyone's ideas are represented. This creates many positive results because people will support and be responsible for what they help create. By setting your organization's goals together, you can expect the following to occur:

1. Greater commitment and motivation among officers and members to help achieve goals
2. Clearer understanding of the rationale for selecting the specific goals
3. With everyone's ideas and opinions considered, your goals will represent a group consensus rather than one person's opinion.

Six Steps for Setting Goals in Your Organization

1. Brainstorm a list of potential goals as a group
2. Choose from the brainstorm list those you want to work on
3. Prioritize as a group to determine which goals are most important
4. Determine objectives for each goal—Be specific and include deadlines
5. Move into action and follow through
6. Continually evaluate your progress. Many groups fail to evaluate and revise their goals, thus their goals are never fully achieved. Be flexible and allow your objectives and goals to change to meet your new circumstances.

Remember to Establish SMART Goals!

Specific
Measurable
Achievable
Realistic
Timely

Setting Goals for Your Organization (Continued)

Develop an Action Plan

- What needs to be done?
- How will it be accomplished?
- What are your resources in terms of people, money, and materials?
- Who is responsible for completing each task?
- What is the deadline?
- How will you know when it is accomplished? How will you measure the results?

GOAL SETTING ACTIVITY: The Blue Dot – Red Dot Exercise

Materials Needed:

Estimated Time: 1 Hour

- 5 Large Sheets of Paper per Group
- Markers
- 3 Blue Dots (stickers, post-it notes, etc.) per Person
- 3 Red Dots (stickers, post-it notes, etc.) per Person

- 1) Divide into small groups of 3-5 members and give each group 5 sheets of paper and a marker
- 2) Give the groups 20-30 minutes to generate goals for the organization. Instruct them to only write one goal per sheet of paper
- 3) Have each group, one at a time, explain and hang on the wall each of their goals. Put similar goals near or on top of each other on the wall
- 4) Give everyone 3 blue dots and 3 red dots
 - a. BLUE DOTS = PRIORITY – Instruct everyone to stick the blue dots on a goal they feel particularly strong about or spread them out among their top three choices.
 - b. RED DOTS = ENERGY – Instruct members to place the red dots on goals which they feel they have the energy to accomplish or on the goals which they feel the organization as a whole has the energy to accomplish (may or may not be the same goals they selected for the blue dots)
- 5) Examine the goals that received a high number of blue dots and red dots. These should be the goals your organization focuses on for the upcoming year.
- 6) At this point, form committees to look at each goal and write objectives, along with an action plan and timeline, for each goal
- 7) At future meetings, ask the committees to report on their progress. Committees should feel comfortable asking other organization members for help since all members agreed to the importance of the selected goals.