

EFFECTIVE GOAL SETTING

Where's your impact? Goal setting worksheet for Rotary

We've all heard of SMART goals, but often teams focus on these so much that they lose sight of the bigger picture! At ShelterBox we believe that it is important to keep the goals impact in mind while you set goals.

- Without understanding how your team fits in to the wider organisational strategy, you cannot see where your goals need to be realigned or re-set.
- Simply focussing on output objectives can reduce motivation from the team members. When a team feels connected to the 'why' or the bigger picture, they see how their efforts fit in to the wider strategy, increasing 'buy-in' and motivation
- Understanding the bigger picture allows teams to react more quickly to changing information. A seemingly irrelevant piece of information in relation to the team's objectives may suddenly open up new avenues in relation to the wider strategy and therefore a required change of focus for the team.

Use the following table to see where your impact is. Are your current goals output or outcome focused?

If so, try and extrapolate your impact and then seek someone in your Rotary Club or District who understands the bigger picture and see if you were right.

GOAL STAGE	YOUR GOALS
IMPACT What are the long term results of your work, what is the real value you deliver to the organization/club?	
OUTCOME What are the short term results of your work, what can you point at and say 'thats because of my efforts'?	
OUTPUT What's the direct output from your efforts, how many of X did you complete against target?	
INPUTS AND ACTIVITIES What do you require to achieve your outputs, outcomes and impact goals?	