

HOW TO SET AND ACHIEVE **MEANINGFUL GOALS**



GOALS ARE IMPORTANT FOR YOU AND YOUR TEAM

As a leader, goal setting isn't only important for you, it's also essential for those on your team. It's important to set goals for yourself as a leader so that you're able to accomplish more, lead a team well, and get the results you need for the business.

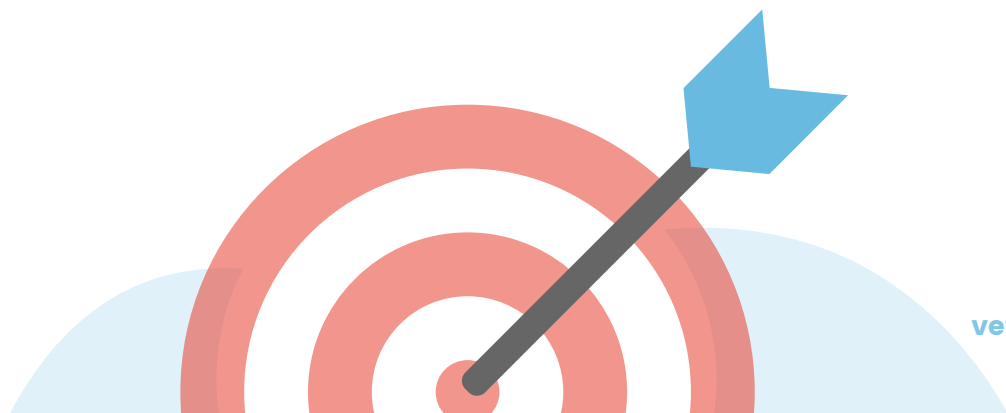
At the same time, you should help the people on your team create goals, so they are able to accomplish what's important to them as well.

Personal and Career Goals Go Together

One of the fallacies about goal setting is that there are personal goals and career goals. Let's face it, being successful is hard. If a team member can't connect career success to something that is deeply meaningful to them on a personal level, they have very little chance of achieving it.

All goals are personal goals, whether or not they are related to the person's role in the practice.

Often as coaches, we hold ourselves back from asking about what people want to achieve in life. We limit our discussions to the goals that are directly related to the practice. Unfortunately, while we can separate the two things on paper, we can't separate them inside the person.



WHY WE SET GOALS

Why we set goals may seem self-explanatory, but it's important to look at the details. We may know we want to change or achieve something, and we know goals matter, but often we don't know how to go about achieving them.

- **Goals are fundamental to behavior change.**

If you want to consider a new path, it begins with a new goal. When considering the goals you want to set, you mentally begin the process of building a path for behavior change. Likewise, if you want someone on your team to accomplish more, or become more effective, it must begin with them consciously thinking about what this path looks like for them.

- **Goals are focused on improvement.**

It's difficult to set goals that don't represent a higher level of success. When goals are focused on improvement or achievement, you are moving toward something that is better.

- **Goals connect our emotional brain to our thinking brain.**

When we consider goals, we ponder if we care, if we're excited about this new outcome, and the right path and actions we should take to meet it.

- **Goal-setting prioritizes habits.**

Since various habits will help us achieve our goals, goal-setting helps us think about these habits and execute the ones that will move us closer toward our desired destination.

- **Goal-setting is strategic, not reactive.**

Creating new goals helps us separate what we want in this world from our impulses that get in our way.



HOW WE SET GOALS

As you think about setting goals for yourself as a leader, and helping your team set goals, keep these things in mind:

- **Goals must be compelling.**

When our goals are compelling, they are connected to our emotions. If they're not compelling, we won't do the work to meet the goal.

- **Goals need to be balanced.**

Our goals should stretch us, but not prove to be insurmountable. Goals should push us, but not be so far out of reach that we give up and quit.

- **Goals should be things we want to accomplish, not avoid.**

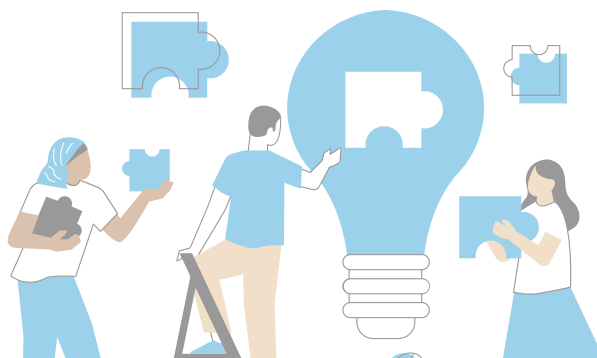
The brain starts things better than it stops things. So frame your goals, and help others frame theirs, in ways that represent what you're going to do, instead of what you're not going to do.

- **Goals should be easy to visualize.**

When we're able to visualize what we can accomplish, it allows us to create a clearer path to it, making the goal seem more realistic and attainable.

- **Goals have to be within reach.**

Setting goals that can be reached within a shorter time frame, opposed to ten years from now, will help us connect with the work and habits we must commit to now in order to meet these future goals. If the time it will take to accomplish a goal is too distant, procrastination may sneak in.

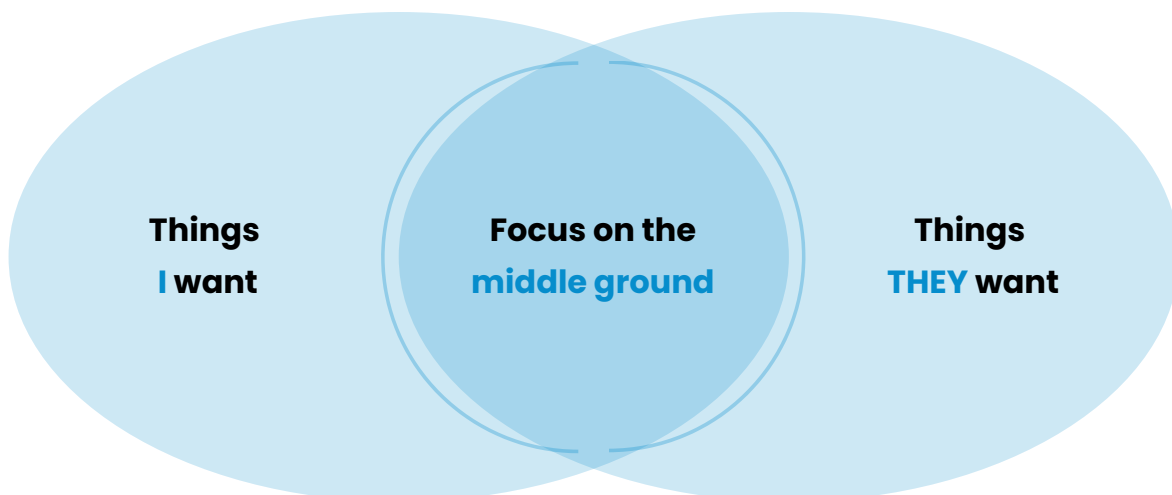


HELPING TEAM MEMBERS SET GOALS

Remember, goal setting is an individual thing. If someone else sets goals for us, they are not going to be compelling to us, and we aren't going to care about them.

But, what if team members set goals that you just don't think are in the best interest of the practice, or just wrong? This is a challenge many leaders face. But, you can always find some common ground, and that is where you help them focus.

Helping Your Team Members Set Goals



We can't give them our goals and expect them to adopt them, but we can find the shared space that make sense for everyone.

When you find the common ground between your ideas of what success may look like for them, and the things they genuinely care about, the business will see the positive results.

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