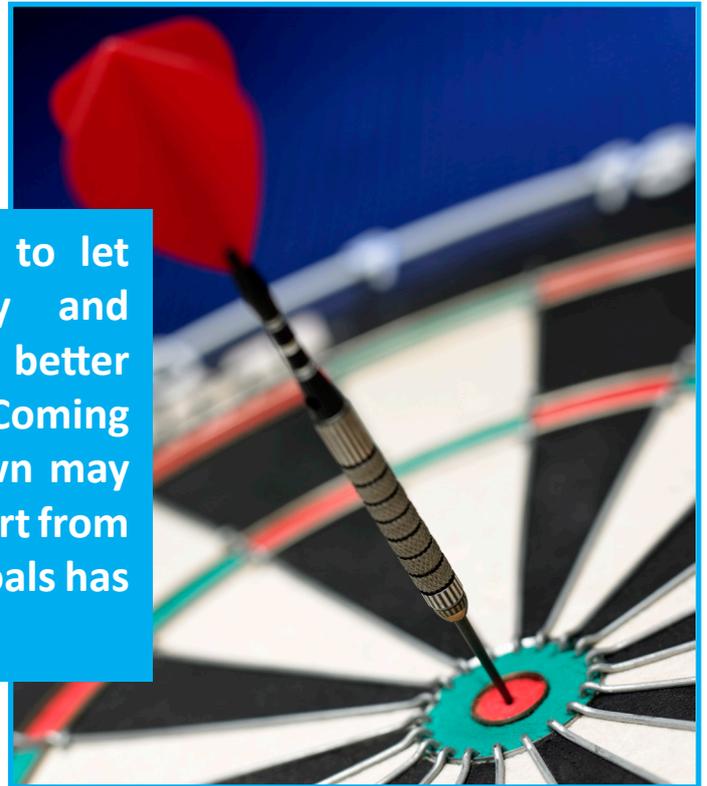


Goals: what's in it for me?

Goals give you direction and help to let you position yourself personally and professionally so that you can be better motivated in your day-to-day life. Coming up with goals and writing them down may seem like a pointless exercise but, apart from gaining a sense of direction, setting goals has many other benefits.



Some of these benefits include being able to:

- Identify our strengths and weaknesses and have more of a sense of self-awareness as a result.
- Have a sense of accomplishment or victory of past goals, thereby making us feel confident and competent (even when dealing with unexpected or difficult situations).
- Improve our self-esteem by measuring and monitoring our progress.
- Help us grow. Goals challenge our comfort zones and motivate us to develop.
- Help us prioritise. If we have goals, we focus on the things we want to achieve and avoid getting distracted by 'less' important things.
- Help us be responsible. We feel responsible for our own successes and failures if we have clear goals. In order for you to feel the benefits, you should know what goals are and how to formulate them effectively.

Setting goals

Remember that goals are not just for your career. They can be applied in many areas of your life. Having goals in more than one area of your life will help you move towards a more fulfilling life in general.

So, when you sit down to come up with your goals, consider categories including: family, friends, community, financial, career, household, education, health, spiritual and/or religious, and recreational.

Start by looking at the 'big picture'. In all these categories, what is it that you want to achieve in your lifetime (keep in mind that these should be your goals, not those of your parents, spouse, or boss)? Write them down and rank them in priority.

Goal setting and achievement are lifelong processes. Remember that your goals will change as you mature and as your needs change. Also, no one achieves all their goals, so don't lose heart or feel like a failure if you don't achieve all of them.

Most importantly, take the time to enjoy and celebrate the goals that you do achieve.