Leadership One-Sheet

An organization without goals has no direction to get it from where it is to where it wants to be. Members in a group without well-defined goals often have little commitment to the organization. The goals are what get people involved, motivate them to work on tasks, and give them a sense of accomplishment when they are realized.

Why Set Goals?

• Goals help define your organization.

• Goals give direction.

• Goals can help motivate members by clarifying and communicating what the organization is striving for.

• Goals are time savers by helping members and leaders become aware of problems in time to develop solution.

• Goals help the organization plan ahead and be prepared.

• Goals are a basis for recognizing accomplishments and realizing your success.

Goals are statements describing exactly what your organization wishes to accomplish. Goals should be reviewed periodically and changed according to the needs of the group.

When reviewing your goals, you should keep in mind the following:

• Do the goals fit the overall purpose of the group?

• What is the current status of membership?

• What is the group's financial situation?

• What programs can be realistically accomplished?

• Make sure not to set the group up for failure!

Remember: Goals should be REALISTIC, ATTAINABLE, and MEASUREABLE.

Once goals have been defined, objectives are necessary to describe exactly what is to be done in order to reach your goals. Objectives are clear, concise statements of what you wish to accomplish. They are short-term, measurable, and attainable over a period of time. Think of goals as broad statements (i.e. to increase membership recruitment) while objectives are specific ways to fulfill those goals (i.e.

develop a membership committee whose purpose is to increase membership by at least twenty-five percent by next semester).

Setting Goals

• Set goals as a group. This will lead to more motivation and better commitment from members. It will also provide a better understanding of what the organization is about. Developing goals as a group tends to produce stronger goals as a result of additional opinions and ideas. Remember, people support what they help to create!

• Brainstorm goals as a group.

• Prioritize goals as a group. Goals should reflect the purpose of the group and address problems or help the organization to move towards something it wants to be.

• Determine objectives for each goal.

• Develop a plan of action for each objective and move into action.

• Evaluate your progress.