

# Action Plans

HOW TO SET EFFECTIVE GOALS

FIONA BIEDERMANN



## RI STRATEGIC PRIORITIES

Increase  
our impact.

Expand  
our reach.

Enhance  
participant  
engagement.

Increase our  
ability to adapt.

# Rotary Opens Opportunities

## GOAL SETTING

*Goal setting is critical to ensure that clubs and districts have a productive year, and that the team is working together.*

Where are we going?

*The Vision*

How will we get there ?

*Goal Setting*

How will we know when we have arrived?

*Target and KPIs*

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## A VISION

District leaders have a vision to strengthen Rotary in District 9510 to ensure continuity, sustainability and the maximum possible impact of our work into the future. What can you do in the coming year in your role;

- Support and strengthen your club
- Focus on humanitarian service
- Enhance your public image and awareness
- Encourage diversity and strength across your membership
- Be innovative, creative and engage with your members and the community.

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**GETTING CLEAR ON WHERE WE'RE GOING**



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**HOW DO WE CHANGE THE VIEW?**



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# SMARTER GOAL SETTING

S

**Specific** -Your goal should be clear and specific and explain the what, why, who, where and when.

M

**Measurable** - You must be able to track the progress and measure the result of your goal. How much, how many?

A

**Action Oriented** – Does the goal allow you to create concrete steps towards a successful goal (and not necessarily physical action)

R

**Realistic** – Is the goal realistic – be sure you take your time constraints and other limitations into account.

T

**Time Bound** – Goal must have a deadline – when will you achieve this goal by?

E

**Ethical, Enjoyable and Exciting** – Goals should be enjoyable and exciting, it should be as much the journey, as the outcome.

R

**Resourced** – Is your level of resourcing adequate? (money, time, information, support)

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## GOAL SETTING ACTIVITY

1. Form into small groups.
2. One person needs to be the scribe – because writing our goals down is important.
3. Using the Goal setting template – as a group create 3 goals ensuring you use the SMARTER questions to get clear on what the goals are and how you can achieve them.

Note: It's not enough to set a goal that says "we want to increase membership"

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## SEVEN DEADLY SINS OF GOAL SETTING

- 
- Not putting goals in writing
  - Being unrealistic
  - Motivations are unclear
  - Not having a plan
  - Not taking any action
  - Losing focus
  - No follow through

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# HOW TO EAT AN ELEPHANT...

1. Determine exactly what it is you want to achieve (what is the goal)
2. Break it down into steps (bite size morsels)
3. Don't let obstacles stand in your way (move out of the shadow – ask for help)
4. What are the benefits (you have to really want this)



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