



SEA Side Chat March 18, 2021

### **Goal Setting: Swimming Toward the Horizon of Success**

*Thank you to all who attended this week's event: Megara Bell, Saleema Noon, Steph Auteri, Gina Lepore, Lori Reichel, Kara Haug, Jamie Sclafane. Your input is invaluable.*

(Goal-setting guidelines/information used below is found on [bplan.com](http://bplan.com) - almost verbatim.)

*Goal-setting: The process of deciding what you want to accomplish and making a plan to achieve those goals.*

Two pieces to this definition: Decide (what your goal is). Plan (how to get there).

1. Think about the results you want to see.
2. SMART goals
  - Specific (what exactly are you going to do)
  - Measurable (how do you know you have reached your goal?)
  - Achievable (how will you implement this? Is it do-able?)
  - Relevant (do your goals and objectives align?)
  - Time-based (when will you reach your goal?)
3. Write your goal(s) down.
4. Make an action plan
5. Devise a timeline.
6. Take action! Do the thing! (Don't wait till it's perfect...it's a work in progress!)
7. Re-evaluate, make corrections, and do it again.

Also, think about the SWOT model. Consider your strengths, weaknesses, opportunities, and threats.

*Failure is an opportunity to learn and grow! Many of fall under the "perfectionist" umbrella. But being a perfect human is understanding that the imperfections are what make us unique and specially qualified to do exactly this work. After all, our clients are trying to overcome their insecurities and doubts about their own skills. We can relate! And that is why we are so good at what we do.*

Member comments:

Saleema suggests starting with an end goal, such as a program date. It holds you accountable and gives you place to start.

Jamie, Kara (and *many* of us) have many interests and cool ideas. My business coach referred to it at “shiny penny syndrome”. So many shiny ideas to choose from.

Steph commented that it is important to recognize the passion project v. the business piece. How can we make our project financially sustainable. How do I bring added value?

Steph suggested making a list and prioritize what is important.

When you determine your goal, break it down into the tiniest action steps, otherwise it can feel overwhelming. There is a sense of accomplishment in checking off your accomplishments, no matter how small.

Saleema suggested thinking about what you say *yes* and *no* to. Do the yeses help you reach your goal? If not, perhaps it is not worth the time investment.

Counterpoint from Gina recognizes that she has learned a lot and made a little money by saying yes.

Kim stated that saying yes helped her determine future *hard no* responses.

Do you set income goals? Sometimes that works, but often not.

Perhaps make goals to reach more parents groups, sell more playing cards or books instead of financial goals.

### **Goal-setting barriers**

Sometimes it is difficult to put ourselves front and center. Promoting ourselves seems awkward. Many people who identify as female have been taught to stand back and let people who identify as male step forward. (We did not address intersectionality at this time, but this is a tremendous issue as well.) Therefore, confidence is a big piece of the equation in goal-setting and what we feel we can accomplish.

Megara and Lori noted that women themselves perpetuate the message of “not being enough” and do not always support successes of other women. (We are changing that at the SEA!)

Learning new skills. Many of us are excellent educators, but the social media piece takes up so much time. Others have strong skills in one arena, but not the other. We spend a lot of time learning or participating in activities that take away from our work/passion.

- Make a list of what you are passionate about, what gets you fired up.
- Prioritize
- Hire an intern to help you tackle the tasks that are time-consuming. Often the dread of doing “the thing” stops us from moving forward in reaching our goals. But if we can focus on what we love, it is much easier to move forward.

Getting paid for our work is often difficult. We need to pay bills, but we also want to ensure that those who need our help get it. Not everyone can afford to pay the big bucks. How do we navigate getting paid and helping others? How does that inform our goal-setting?

We had a lot of interesting discussion. Much to think about. No two journeys are alike. We must all find our unique path, but with our Alliance, we can grow, learn, and support one another. There is plenty of work out there for all as evidenced by new disturbing and astounding news reports every. single. day.

For more information:

[How to Set Clear and Actionable Goals for your Business](#)

[2 Questions to Uncover Your Passion -- and Turn it into a Career](#) by Noeline Kirabo (TEDWomen 2019)

[The System Has \(We Have\) Failed Women's Mental Health](#) by Jade Webber of F\*ckUp Nights. Discusses imposter syndrome.