



Your Workbook **Goal Setting 101**

Set your goals for 2025!

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WELCOME



Welcome! I'm Lisa Howe, a dedicated career coach with a mission to empower professionals to find their dream jobs, transition to new industries, or achieve greater satisfaction in their careers.

With a unique blend of psychological research, career development expertise, and a passion for mental health in the workplace, I help individuals unlock their full potential and take confident strides towards their goals.

What I Offer

As a Certified CV Writer, Career Coach and LinkedIn Optimisation Trainer, I understand the complexities of today's job market.

My services include:

- Crafting standout CVs that highlight your achievements and align with your desired roles.
- Optimising LinkedIn profiles to increase visibility with recruiters and employers.
- Providing actionable career strategies that position you for success.

Who I Help

I specialise in working with senior professionals, executives, and career changers who are ready to take their careers to the next level. Whether you're looking to redefine your career focus, navigate redundancy, or land a leadership position, I offer tailored coaching that supports you every step of the way.

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Lisa x*

Introduction

Setting goals is a fundamental process that serves as a roadmap for individuals and organisations to determine their desired outcomes and how to achieve them. It involves carefully selecting targets to strive for, often while working with specific, measurable, achievable, relevant, and time-bound (SMART) criteria.



Research has shown that setting specific, challenging goals leads to higher performance compared to easy or vague goals. This is because well-defined goals direct attention, mobilise effort, increase persistence, and motivate the development of strategies that lead to goal attainment.

This workbook is designed to guide you through the process of effective goal setting, providing you with science-backed strategies to set and achieve your objectives. By engaging with the exercises, you'll gain clarity on your aspirations and develop a structured plan to turn your goals into reality.

EXERCISE ONE

Defining Your Vision

Purpose: To articulate a clear and compelling vision of your desired future.

1. Reflect: Spend 10 minutes visualising your ideal life or career. Consider aspects such as your professional achievements, personal growth, relationships, and health.

2. Write: Describe this vision in detail. What does a typical day look like? How do you feel? What have you accomplished?

3. Identify Core Values: List the core values that underpin your vision. Understanding these will ensure your goals align with what truly matters to you.

EXERCISE TWO

Setting SMART Goals

Purpose: To transform your vision into actionable and structured goals.

1. Specific: Clearly define what you want to achieve.

- Example: Instead of “I want a better job,” specify “I want to become a project manager in the tech industry.”

2. Measurable: Determine how you’ll measure progress and know when the goal is achieved.

- Example: “I will apply to five project manager positions per week.”

3. Achievable: Ensure the goal is realistic and attainable.

- Example: Assess your current qualifications and identify any additional training needed.

EXERCISE TWO Setting SMART Goals

Purpose: To transform your vision into actionable and structured goals.

4. Relevant: Confirm that the goal aligns with your broader life objectives and values.

- Example: Becoming a project manager aligns with your passion for technology and leadership.

5. Time-bound: Set a deadline to create a sense of urgency.

- Example: "I aim to secure a project manager position within six months."

EXERCISE THREE

Developing an Action Plan

Purpose: To break down your SMART goals into manageable steps.

1. List Actions: Write down all the steps required to achieve your goal.
 - Example: Update CV, enrol in a project management course, network with industry professionals.

2. Set Deadlines: Assign a specific timeframe to each action.
 - Example: Complete CV update by [Date], enrol in course by [Date].

3. Identify Resources: Determine what resources or support you'll need for each step.
 - Example: Access to online courses, mentorship from a current project manager.

4. Anticipate Obstacles: Consider potential challenges and plan how to overcome them.
 - Example: Limited time—allocate specific hours each week for goal-related activities.

EXERCISE FOUR

Monitoring Progress and Staying Accountable

Purpose: To establish a system for tracking progress and maintaining motivation.

1. Progress Journal: Maintain a journal to record your actions, achievements, and any obstacles encountered.
2. Regular Reviews: Set weekly or monthly check-ins to assess your progress and adjust your action plan as needed.
3. Accountability Partner: Share your goals with a trusted friend or mentor who can provide support and hold you accountable.

Use this checklist to ensure your goal-setting process is clear, actionable, and aligned with your aspirations.



Define Your Vision:

Have you taken time to visualise what success looks like for you? Ensure you have a clear and detailed picture of your ideal future.



Identify Core Values:

Do your goals align with your personal and professional values? Confirm that your objectives resonate with what truly matters to you.



Set SMART Goals:

Are your goals Specific, Measurable, Achievable, Relevant, and Time-bound? Use the SMART framework to structure your objectives.



Create an Action Plan:

Have you broken down your goals into manageable steps with clear deadlines? Ensure your plan includes actionable tasks and timelines.



Anticipate Challenges:

Have you identified potential obstacles and thought about how to overcome them? Proactively plan for setbacks to stay on track.



Track Your Progress:

Are you regularly monitoring your achievements and adjusting your plan as needed? Schedule regular check-ins to review your progress.



Stay Accountable:

Do you have an accountability partner or system in place? Sharing your goals with someone you trust can boost motivation and commitment.



Celebrate Milestones:

Are you recognising and celebrating small wins along the way? Acknowledging progress keeps you motivated and reinforces positive habits.



NOTES

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

THANK YOU!



Embarking on the journey of goal setting is a significant step toward personal and professional growth.

To continue this journey with ongoing support and resources:

Connect with Me on LinkedIn: Follow my [LinkedIn profile](#) for regular insights, tips, and updates on career development and goal achievement



Book a Discovery Chat: If you're seeking personalised guidance to accelerate your career, schedule a free discovery session with me. Together, we'll explore your aspirations and how to achieve them. [Book a session here.](#)

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