

STRATEGIC PLANNING TO ACCOMPLISH GOALS BY USING GOAL SETTING

**Dr. Kamalakar Baburao Gaikwad**

Head and Assistant Professor in English

Mahatma Gandhi Vidyamandir's Samajshree Prashantdada Hiray

Arts, Science & Commerce College, Nampur, Tal-Baglan, Dist-Nashik.

E-mail: gaikwadkamalakar@gmail.com

Mobile Number: 91-7559167794

Abstract:

The present research highlights strategic planning to accomplish goals by using goal setting method. Here the research intends to project how the goals are accomplished by individuals or by organizations after setting a predetermined goal. In reality, every individual definitely have a small or big goal in his life. It would not be an hyperbolic statement that on this planet, we all have born to achieve something. We must find out what we are made for, what our abilities and skills are and try to reach out our goal. If we don't have a goal, we have to set a desired goal and achieve it. Without goal, our life will become absurd.

Before setting a goal, an individual must have a clear understanding about his priorities, i.e. important or unimportant. After considering everything, he has to set his goal. If a goal is big one, you can split it into smaller chunks and then achieve your goal step by step. Any goal appears huge until you begin approaching it. With positive spirit and attitude and by internalizing inspirational and success stories, you can always attain your goal.

Keywords: Strategic planning, growth, individuals, organizations, functioning, SWOC Analysis etc.

• Introduction:

In this research paper, researcher's attempt is to explore the key concept 'goal setting' and to make understand the readers the contribution of goal and goal setting. The internalization of goals is very crucial so that certain strategic planning can be implemented effectively. First of all, let's have a focus on the term 'goal'.

A goal is an idea of the future or desired outcome that a person want to do, achieve or get within a few minutes, hours, days or years.



In order to achieve a goal, a person must plan and decide how to execute it successfully. A person makes an attempt to reach the desired goals within a specified or stipulated time by fixing its time-limit. A goal is the ultimate purpose which deals with actions, reactions and conclusions. Thus goal fulfils the aim of inherent assessment.

- **What is Goal Setting?**

*'Goal setting is an attempt to achieve our goal and making our dream a reality.'*¹

In organizational psychology, goal setting has a significant value. It is the underpinning of experimental research. Edwin Locke and Gary Latham, the exponents of goal setting, opine,

'Specific goals create elevated performance'.²

The person should have the skill, understanding and dedication to carry out the certain task. For achieving difficult goals, one should take maximum efforts because goals increase determination and discovers task related strategies. The goal must be considered significant and the individual must be committed and self-efficient.

Goal setting contains the expansion of an accomplishment plan premeditated in order to stimulate and show a person or group in the direction of a goal. Goals are more purposeful than requirements and transitory intents. Thus setting goals means that a person has committed contemplation, sentiment, and activities towards conquering the target.

Goal setting is a progression that starts with vigilant thoughtfulness of what you want to realize, and concludes with a lot of hard work in point of fact do it. Knowing these steps will permit you to originate goals that you can carry out.

- **Classification of Goal Setting:**

The goals can be classified according to its time and purpose. These goals are termed as time constraint and purpose oriented goals.

- a. **Depending upon the time:**

- 1. Short Term Goals:**

The goals which we want to achieve immediately or by the end of the day or in a month are called as short term goals.

- 2. Intermediate Term Goals:**

The goals which can be achieved in a medium period of time are called as intermediate term goals.

- 3. Long Term Goals:**



The goals which we want to achieve after a few years or a decade are called as short term goals.

b. Based upon their purpose:

1. Personal Goals:

The individual persons can plan and set the goals. For example, an athlete may set a goal to run four miles a day, student may set a goal of obtaining distinction in an examination etc. For achieving personal goals, one must focus and concentrate on the things and consider his priority. He should have concentrate on accomplishing these goals. If someone wants to achieve complex goals, he needs to have focus, pain taking efforts and long term meticulousness. Personal goal achievers believe in self efficacy, self confidence, integrity and well being factors. These goals support an individual's self concept.

2. Professional or Career Goals:

The goals which help in developing the ability to build our profession are called as professional goals. Professional goals are clear and specific. They believe in fulfilling the accomplishing professional objectives. Here both short term and long term goals can be set and direct us to move ahead on the correct path to obtain success.

• SMART Goals:

When a person sets objectives for himself, he tries to obtain success by adopting the essential framework of SMART goals. The acronym SMART stands for:

Specific: To formulate your goals more specific and clear for effectual planning

Measurable: An act of defining and revaluation what proofs will prove your progress. Set and achieve milestones so that you will be rewarded.

Achievable: Be focused. Make sure you can reasonably accomplish your goal within a certain time span.

Relevant: Your goals should be realistic and relevant. Stick up with your morals and long term plans.

Time Based: Set a realistic and time based task for motivation.

For Example, one can use SMART Goals for obtaining the job in following manner.

An individual wanted to obtain a job of 'Assistant Professor of English' within two months after my post- graduation in M.A. English.

How SMART Goal will help me in accomplishing this objective?

1. *Specific:* My goal of becoming Assistant Professor of English is specific and well defined.



2. *Measurable*: I know that success can be measured by the meticulous efforts of sending applications to several organizations and facing / cracking interviews.
3. *Achievable*: The appropriate degree should be accompanied by the goal setter.
4. *Relevant*: The goal setter's plan to get the job in academic sphere after getting post graduation in M.A.English.
5. *Time Based*: The goal setter sets the deadline to accomplish his objective within two months after his post graduation in M.A. English.

- **Strategies to achieve Goals:**

- a. Set a goal which has the basis of SMART features.
- b. Be clear and specific about your goal.
- c. Be attentive and focused.
- d. Be motivated.
- e. Believe in yourself and have an optimistic approach.
- f. Behave as if you have already reached your goal. (Be confident)
- g. Incorporate creative and innovative ideas. (Be a creator)
- h. Keep a regular check on the progress of your goal.
- i. Prioritize the things.
- j. Avoid time wasters.
- k. Indulge into action.

- **How to achieve goals by using SWOC Analysis?**

Another way to approach setting and achieving your goals is on the basis of your SWOC analysis. When you have done such an analysis for yourself, it becomes easier to see how to achieve your goals effectively.

Your SWOC analysis throws up the following results.

S: Ability to multitask, motivated, technical knowledge of field etc.

W: Poor time management skills, overachieving mentality etc.

O: Quick learning, interest in content writing etc.

C: Unsure of earning capability, unsure of financial support from family, market saturation etc.

On the basis of this, you can set the following goals.

- a. **Short-Term Goals:**

Find a place for myself in the content writing market, do market research

- b. **Long- Term Goals:**

Learn to prioritize, become financially independent

- c. **Personal Goals:**



Learn to let go of things that can't be controlled, learn to prioritize only those things that I can achieve, learn to stick to a routine.

d. Professional Goals:

Earn certifications/experience in content writing field, make contacts at various conferences.

• **Conclusion:**

At the outset of conclusion of the paper, it can be sum up that our goals are almost always achievable. They do take some hard work but very rarely are we absolutely unable to meet our goals. In the later case it is usually because of circumstances beyond our control. This should not stop us from working and trying our best to do everything you want to do.

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