



Career Advising Through Career Pathways

Successful Strategies from ECWDB

PART 4: Pathways as a Goal Setting Tool

SMART Goals bring structure to setting goals and the ability to track and measure achievement. Instead of vague resolutions, SMART goals create verifiable trajectories towards an objective, with clear milestones and an estimation of the goal's attainability.

S

Specific

Goals should be simplistically written and clearly defined. What you are going to do?

Specific is the *WHAT, WHY, and HOW* of the S.M.A.R.T. model.

M

Measurable

Goals should be measurable resulting in tangible evidence of accomplishment. Usually, the entire goal statement is a measure, but there should be several short-term or smaller milestones built into the goal that have separate quantifiable measures.

A

Achievable

Goals must be achievable but should stretch or push you so you feel challenged, but planned well so they are achievable. You should possess the appropriate knowledge, skills, and abilities needed to reach the goal, or attainment should be factored into the goal.

R

Realistic

Goals should be feasible with the available resources, knowledge and time constraints. They should also be focused on the end result and measured outcomes, not activities.

T

Timely

Goals must link to a timeframe that is realistic and based in research. Otherwise the goal is unlikely to produce a relevant outcome.

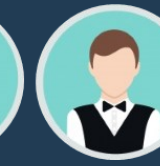
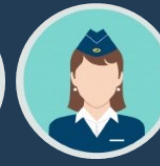
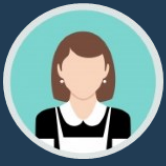
Long-term & Short-term Goals

- **Long-term** goals are the fulfillment of a dream which will take many steps to achieve.
- **Short-term goals** are the milestones or steps needed to get there.

Setting short-term goals that are in line with your overall long-term goal will ensure your customer is always reaching milestones of significance. In career pathways, stacking credentials is an appropriate and beneficial short-term activity that contributes to long-range success.

Online Resources

- [My Next Move](#) is a free tool designed to help identify career paths tailored to your customer's interests through a short and easy interest inventory.
- [O*NET](#) is a free online application designed to help your customer explore how their existing skills and abilities may transfer into a new field.
- [Reality Check](#) is a new and free tool designed to estimate the income necessary to support your customer's desired lifestyle.



INSPIRATION

Visionaries provide a clear picture of the future and encourage others to embrace it.

Enhancers create strong positive relationships and make others feel emotionally connected.

Drivers are dedicated to the pursuit of achievement and unite others to share in the accountability and the success.

Principals are role models of doing the right things in the right way and encourage others to do the same.

Enthusiasts are passionate and exude a rousing energy for the goal and those involved in reaching the goal.

Experts provide strong technical direction rooted in deep understanding and expertise.

6 P's of SUCCESS

Praise: People who are motivated by recognition/ belonging will be also be motivated by praise.

Power: People who want to control their environment/ choices are motivated by the power to influence.

Projects: Individuals motivated by work on projects are motivated by a sense of accomplishment..

People: Individuals who are people-oriented are motivated by work that allows them to work with people and build relationships.

Prizes: People who are drawn to status, recognition, and power will find prizes motivating.

Prestige: People who need to feel important and needed are motivated by status and distinction.

MOTIVATION

People are more likely to stick to a task, invest more time, and be more successful if they are intrinsically motivated.

- **Intrinsic Motivation:** when people do something for the joy of doing it, or because they think it is right (for example a hobby).
- **Extrinsic Motivation:** when people do something for an external reward or tangible result (doing work to get paid).

ACCOUNTABILITY

- Help your customer set realistic goals (see more on smart goals).
- Ensure your customer understands their goals and the steps necessary to achieve the goal.
- Set regular meetings (in person, online, or over the phone) to allow for regular check-ins and an opportunity to assess if a customer is struggling with a particular step.
- Ask meaningful questions to determine if and why milestones aren't being reached and look for opportunities to provide the support needed.
- Suggest books, articles, websites and more that individuals can use to help keep them in the right mindset.
- Provide customers with friendly reminders of their goals, timelines, and path.
- Be a constant positive influence!

ACHIEVEMENT

- Celebrate in your customer's achievements, big and small!
- Help your customer absorb the implications of their success by reflecting on how far they've come.
- Plan recognition events in your center.
- Work with local organizations to make special arrangements for customers (for example: gift cards, dress for success donations, etc.)
- Highlight jobseeker successes on social media and other visible places.
- Ask your customer to speak to groups about their experience or ask them to mentor another jobseeker.
- Openly share stories of success with other jobseekers (never reveal names or confidential details).