

# Google Maps for Goal Setting

Arts  
north  
west

Workshop delivered by

 2RIVERS  
PL

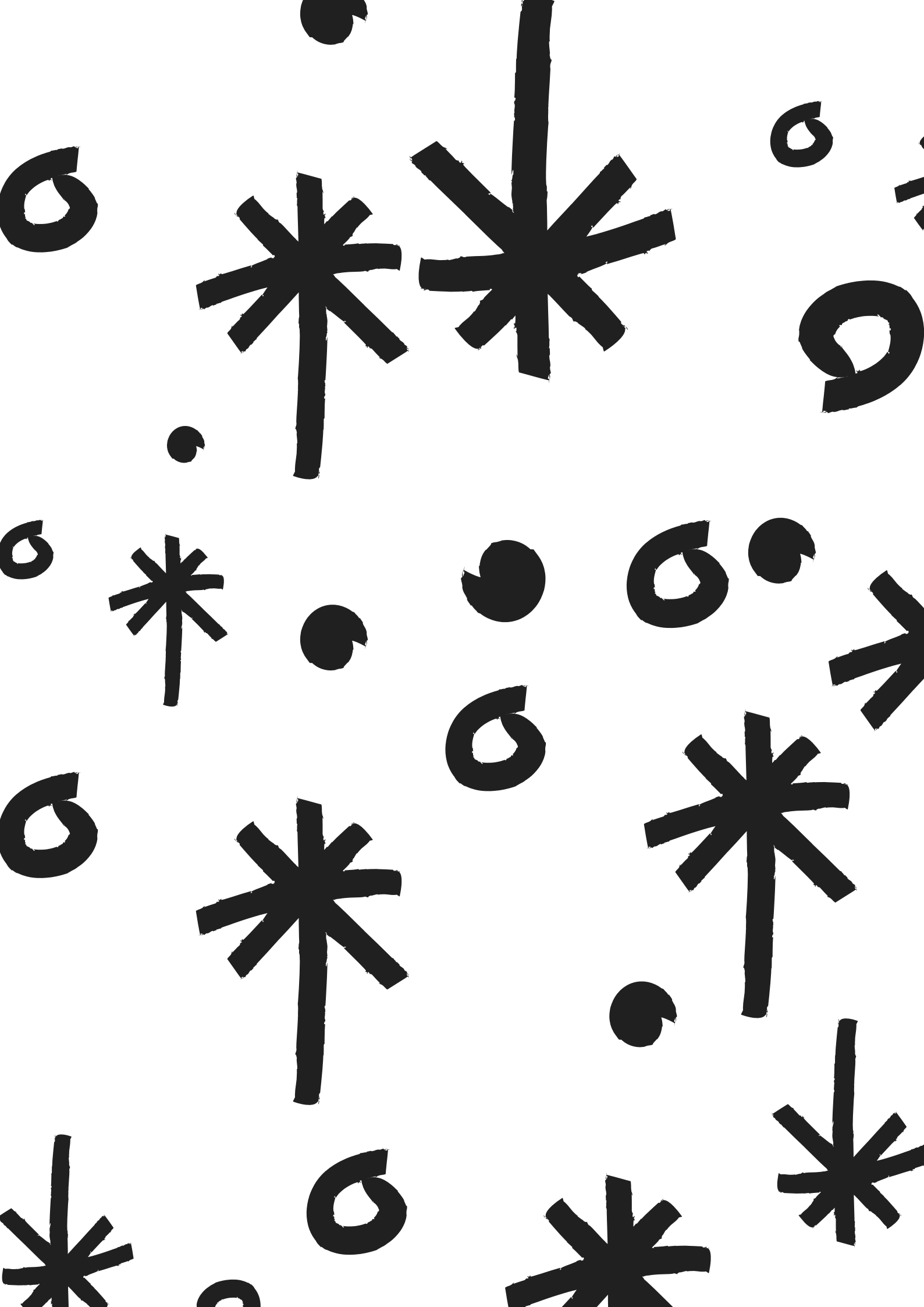


# DREAM BIG!

Write or doodle what success looks like for you



*A Plan is Nothing.  
Planning is Everything.  
Dwight Eisenhower.*



# GETTING LOST ON YOUR GOAL SETTING JOURNEY AND HOW TO STAY ON THE RIGHT ROAD

## **THINKING TOO SMALL (AND SOMETIMES TOO BIG)**

Dream big! Where do you want to be in (set a time frame)? E.g. 6 months, 12 months, 5 years...

## **BREAK YOUR GOAL DOWN**

Chunk it down

You won't get there over night

What steps do you need to take to reach your goal?

## **SETTING VAGUE GOALS**

Don't set unrealistic goals; e.g. "I want to be a millionaire"

I am going to do this \* \* \* \* to become this

## **NOT SETTING A DEADLINE**

It's ok to set a goal, but without a deadline your goal has no sense of urgency

## **NOT BEING CONFIDENT**

Believe in yourself

## **NOT WRITING IT DOWN**

When writing things down, it gives you a chance to dream

## **TRYING TO CONTROL EVERYTHING**

Things don't always go to plan; this can be a good thing! This can give you a chance to STOP and reevaluate where you are going. You may find that your original goal has changed.

ULTIMATE GOAL

BREAK IT DOWN

ACTIONS

BARRIERS/RISK

REFLECTION

ULTIMATE GOAL

BREAK IT DOWN

ACTIONS

BARRIERS/RISK

REFLECTION

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REFLECTION

# THE PATH TO GET THERE: WHY WRITING YOUR GOALS DOWN IS IMPORTANT

*“People who vividly describe their goals are 1.2-1.4 times more likely to successfully accomplish their goals!”*

(<http://www.forbes.com/sites/markmurphy/2018/04/15/neuroscience-explains-why-you-need-to-write-down-your-goals-if-you-actually-want-to-achieve-them/>)

## **GETTING ALL THOSE IDEAS OUT AND ONTO PAPER HELPS YOU TO BE SPECIFIC AND MORE CLEAR**

Improve your focus: When you're focused on what you're doing, you're directing your energy toward your goals and you achieve better results. It's easier to set other things aside when you know what you should focus on. Written goals help you have a clear focus and stay on track. When your goals are clearly defined, it's also easier to eliminate distractions.

## **IT'S THE START OF THE COMMITTING PROCESS**

This is the next step to achieving - you are starting to put thought into the process

## **HELPS KEEP THEM IN IN THE FOREFRONT OF YOUR MIND**

Revisit your goal often. Keeping a journal helps everything remain clear and fresh in your mind, and allows you to refocus on what you need to do in order to achieve your goal

## **KEEPS YOU ACCOUNTABLE AND PROVIDES MOTIVATION**

Going back over your journal can remind you why you started in the first place. You can use goals to motivate your actions. Try to use goals to create habits because habits drive performance. You cannot be in control of everything, but goals help you control at least some of it, enough to achieve results

## **ALLOWS YOU TO VISUALISE AND TRACK PROGRESS**

An important step in the process of achieving your goals is to keep track of your progress. Failures are inevitable, and therefore you should keep track of your failures, too, in order to avoid making the same mistakes again. When you can see how much progress you have made, you feel encouraged to keep going.

Some others – reduces stress, allows you to achieve bigger goals...



## THE ULTIMATE GOAL

An ultimate goal is the goal one will seek to fulfil above all other goals. It is the foundational goal used to formulate every other goal you have. Your ultimate goal will be your final destination. It is the goal that will structure your plan, your decision making process, your philosophy and the tasks that you undertake. Every decision you make will be in pursuit of your ultimate goal.

Every single thing you want to achieve in your artistic practice needs goals to keep you moving forward, ensure you are motivated to do more, and maintain success in your practice.

Goal setting can follow many different processes, and each one can be successful as long as it defines the long and short-term goals and devises a plan for getting there.

Check out this clip - [https://www.youtube.com/watch?v=nJXUI\\_iu7-Y](https://www.youtube.com/watch?v=nJXUI_iu7-Y)

Scribble your notes here...

## WHAT IS YOUR DESTINATION?

Although **SMART** goals are an important step toward success, living in a fast-paced and agile world it is often more important to have clear goals. Clear goals are:

**COLLABORATIVE**

**LIMITED**

**EMOTIONAL**

**APPRECIABLE**

**REFINABLE**

## THE FABLE OF THE CROW AND THE PITCHER

*The Crow and the Pitcher is one of Aesop's Fables. In the story, a thirsty crow discovers a pitcher with water at the bottom, beyond the reach of its beak. The crow did not have sufficient strength to push the pitcher over. He took a different approach. The bird dropped pebbles one by one in the pitcher until the water level rose to the top of the pitcher, allowing the crow to drink.*

*The crow had a clear goal. Though there were obstacles, the crow creatively solved the problem and achieved his goal. In risk management, we ask ourselves—what may help or hinder our ability to achieve our goals.*

Write down what you should consider with each of the CLEAR topics.

### **COLLABORATIVE**

Goals must include a social framework that drives momentum and stimulates the completion of the task.

Considerations:

### **LIMITED**

Goals must be limited in both scope and duration.

Considerations:

### **EMOTIONAL**

Goals should make a sincere and undeniable emotional connection to your core and the core of your employees—tapping into an energy and passion that you can feel.

Considerations:

### **APPRECIABLE**

Large goals must be broken down into smaller goals so they can be accomplished more quickly and easily for long-term gain. They must be actionable. Dream big; act small; work hard.

Considerations:

### **REFINABLE**

Set goals with a headstrong and steadfast objective, but as new situations or information arise, give yourself permission to refine and modify them.

Considerations:

## THE WHY

When you set your goals (your destination), it is important that it is something that motivates and inspires you. No-one sets a goal to put petrol in the car; it's not very inspiring and is simply an action you undertake to get to your destination. You would be more likely to have a goal that speaks about your final destination, make sure that it is somewhere you want to go.

Make sure that wherever you want to go, there is a value in getting there. Value isn't necessarily a financial gain but can be more an emotional, spiritual or personal gain. You are unlikely to get to where you are going if you have little interest in the destination.

Motivation is the key to starting your car and arriving at your destination. Determine what your priorities are and set goals that are related to them.

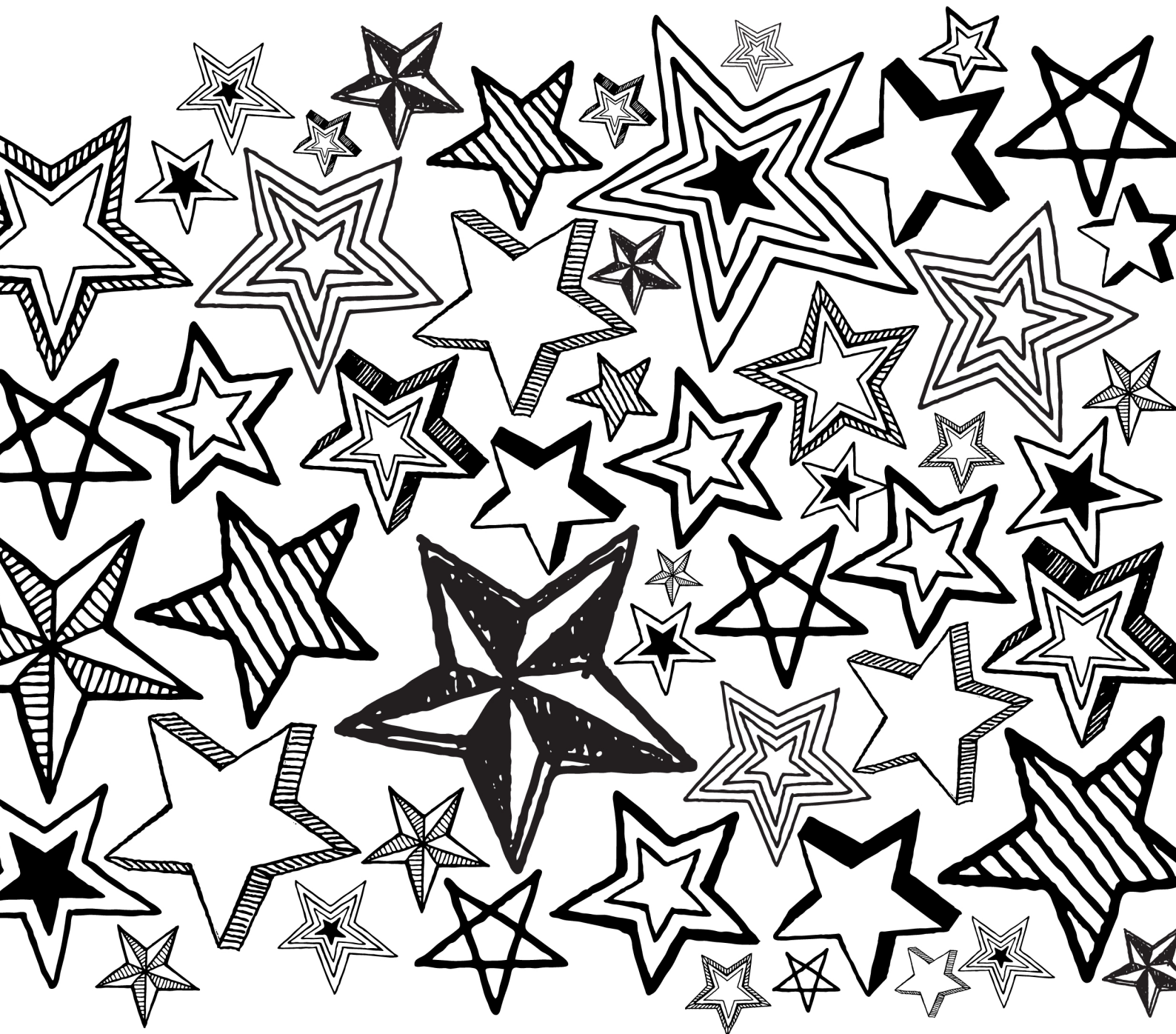
*Scribble your notes here...*

## KEEPING A JOURNAL

A journal is the perfect place to keep track of where you're up to also a great dumping ground for all your ideas. Check in on it daily.

*"A personal journal is an ideal environment in which to become. It is a perfect place for you to think, feel, discover, expand, remember, and dream."*

Brad Wilcox



Need a break? Colour me in...

*Everything is created twice, first in your mind and then in reality.*

Robin S. Sharma

BE CREATIVE WITH THIS  
THIS IS YOUR VISION BOARD



Barriers occur in everyday parts of your life. Your ability to identify a barrier and problem solve, before the barrier arrives (if possible), is the key to success and happiness on your road trip.

The 3 key things to consider are:

1. What is a barrier?
2. What effect does this have on me reaching my goals?
3. How do I remove the barriers and what strategies can I put in place to prevent barriers in the future?

Barriers come in all shapes and sizes and ultimately hold you back from achieving your goals. Most barriers can be planned into your goals so you can avoid them when they are presented.

In your situation, and sticking with the analogy of 'Google Maps for goal setting', think about your road trip. You're travelling along and everything is on track; you hear a funny noise in your car so you jump out and notice a flat tyre. What do you do?

If you have planned your trip well, you will be confident in dealing with this issue because you know that you have a spare in the boot, a jack and all the tools you need to change the tyre yourself. As you start the process of changing the tyre you realise that the wheelnuts are far too tight and you will never be able to get them off alone. What do you do?

You have choices and options and knowing these choices and options beforehand, makes your next steps easier. You can call a friend to come and help you; call NRMA because you have roadside assistance, or you can let the family who have pulled up to check you are ok assist you in loosening the nuts.

There is no barrier or problem that can't be mitigated or planned for.

Barriers are sometimes referred to as risks, and if we develop a risk management plan at the start you will have all the tools you need to keep you tracking on your journey.



There are standard barriers most people face in life, not just on their road trip. We have highlighted 5 life barriers for you. In the mitigation column, write down a couple of things that you can do to reduce or remove the barrier:

<b>Barrier</b>	<b>Meaning</b>	<b>Mitigation</b>
Lack of Confidence	<p>If you don't believe you are going to successfully accomplish your goals, then you probably won't. This is a confidence thing and without self-confidence, you lack the belief in yourself and your abilities to achieve your goals. You may want something really bad and set a goal to make it happen, but if you don't have the confidence or belief that you can accomplish the goal, you may never get started with trying to accomplish it, even though you do want the end result badly.</p>	
Lack of Focus and Commitment	<p>Achieving your goals requires focus and commitment, you can't just expect things to fall in your lap, you need to be proactive and productive to work toward your goals.</p> <p>Focus and commitment is hard to do if you aren't constantly thinking about your dreams and the goals at hand to help you arrive at your destination.</p> <p>When you wake up in the morning, what is the first thing you think about? How do you plan your day around achieving or working towards your goals, where do you come up with your best ideas and how can you place yourself in that situation as much as possible?</p> <p>Daily checklists and planning tools are a great way to keep focused and committed; it allows you to reflect on your progress and see your achievements.</p>	
Bad Time Management	<p>Bad time management is one of the worst barriers to goal setting when trying to accomplish your goals, it can derail your plan quicker than any other barriers, it is how you manage your time that matters and makes you productive.</p> <p>There are certain triggers that can easily distract you and get you off track, think of social media for an example how many hours a day do you waste scrolling?</p>	

## BARRIERS

<b>Barrier</b>	<b>Meaning</b>	<b>Mitigation</b>
Unachievable Expectations	<p>It's important to DREAM BIG – we swear by it, but it's more important that when you break your ultimate goal down that it is realistic and achievable.</p> <p>You may set unrealistic goals by setting a goal to accomplish something faster than it is ever possible. You can't drive 300 kilometers in an hour, it's just not possible to do it safely. Your goals are exactly the same!</p>	
Your tribe is wrong?	<p>Your tribe are the people you build around you, they help you achieve your goals and stay on track and often you will want them in your tribe because of something you think they can bring to your journey.</p> <p>Maybe you have asked an accountant friend to be in your tribe to help you keep track of your budget, but they are over committed with end of financial year and can't offer you more than a 5 minute chat before your journey even begins, it doesn't mean they aren't a great friend, it just means that they are not the person you need in your tribe on this journey.</p>	

Scribble your notes here...

# BARRIERS

More specific to working as an artist, or in the arts sector, some of the barriers and mitigation techniques we employ in our risk management plan include:

## ACTIVITY

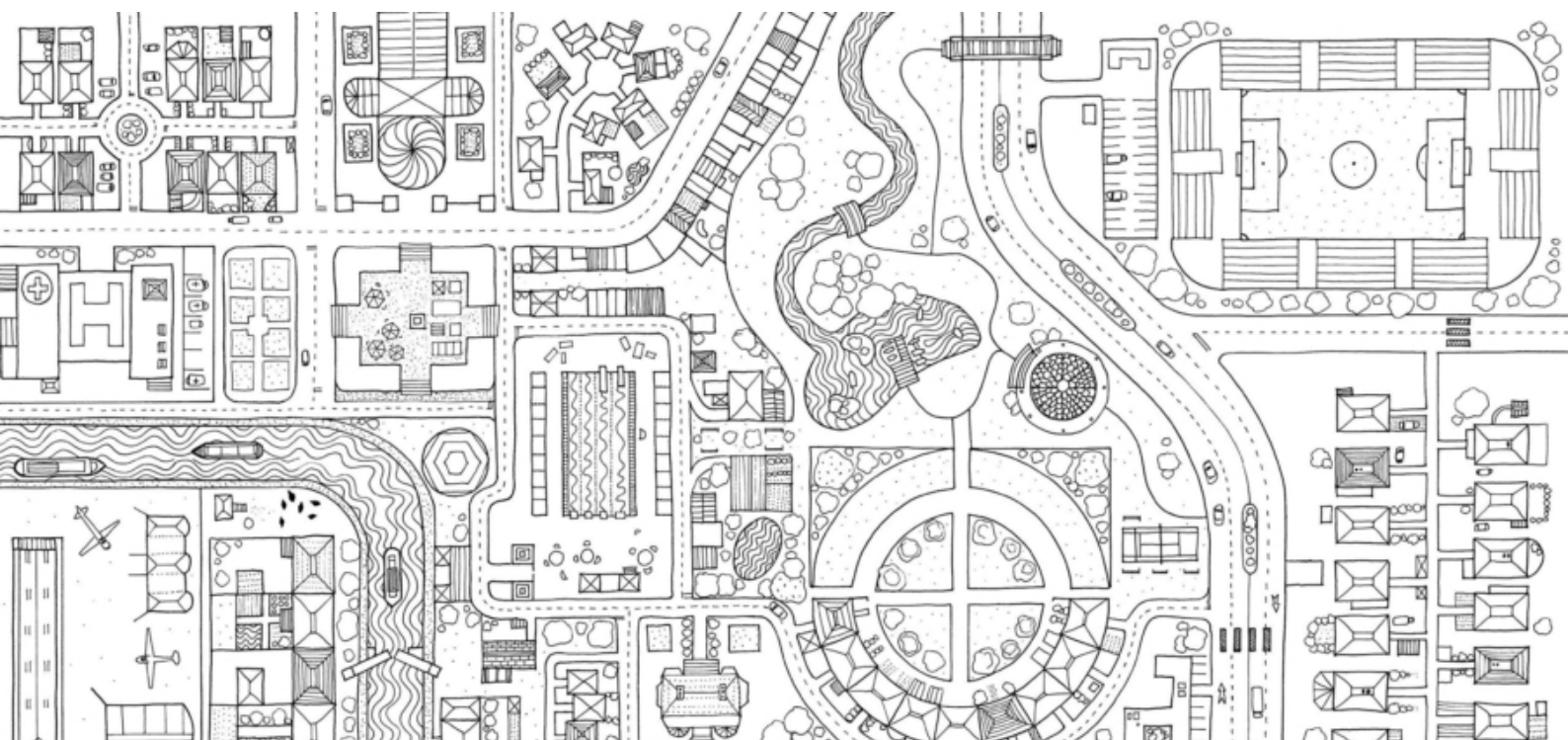
Have a go at writing a couple of points on what effect this can have on your journey.

<b>RISK</b>	<b>EFFECT</b>	<b>MITIGATION</b>
Fractured relationships		<p>Encourage an open line of communication.</p> <p>Ensure everyone is aware of the disputes resolution process.</p> <p>Document all conversations and agreements in writing and confirm in writing anything that is ambiguous.</p>
Loss of key staff/stakeholders		<p>Ensure project &amp; action plans are updated regularly.</p> <p>Thoroughly document each stage of the project.</p> <p>Arts NW will undertake monthly checks on the state of the project identifying potential risks.</p>
Availability of artists		<p>Each artist signs a participation agreement and is aware of the dates and their responsibilities.</p> <p>Maintain regular contact with artists.</p> <p>Encourage artists to network amongst themselves and look to each other for support.</p>
Significant cultural events		<p>Ensure that planning is done to take into consideration other key cultural events such as NAIDOC week, Harmony and Mabo Day, KO, ACS.</p>
Conflicting priorities of other staff		<p>Ensure that each staff member is aware of his or her contribution and responsibly to this project's success.</p> <p>Ensure that this project is factored into their work plan and long range forecast of work.</p>
Sorry business		<p>Keep in touch with stakeholders and particularly artists and encourage them to notify you if sorry business occurs so you can discuss the most culturally appropriate way to manage the project around Sorry business.</p>

## MEASURABLE

Thinking about your **ULTIMATE GOAL** can be overwhelming because it is so large with so much to achieve. However if you break it down into smaller SMART goals that are measurable and use the formula to achieving your ultimate goal.

While still in the mindset of Google Maps, you might be travelling from Tamworth to Moree, Your Ultimate Goal is your destination, e.g., Moree; your SMART goals would be broken down to travel to Gunnedah, Narrabri then arrive in Moree. As part of your actions you would consider cost, risk, breaks, fuel stops etc.



Need a break? Colour me in...<sup>20</sup>

# SMART GOALS

Setting **SMART** goals means you can clarify your ideas and focus on how to achieve them and ultimately arrive at your destination. Using this method promises the most return and the highest chance of achieving your goals.

SMART goals omit the possibility of overlooking major or minor details that will help or hinder your efforts towards achieving your goals. SMART goals are a great way of getting yourself mentally prepared for what's ahead. With more knowledge of what has to be done, you will be focused and aware of times when your attention should be aimed elsewhere.

## ACTIVITY

Write down what each letter stands for

**S**

**M**

**A**

**R**

**T**

**SPECIFIC** To set a specific goal, it will help to consider the 6 “W” questions that we refer to often in life:

- **WHO** is involved?
- **WHAT** do you want to accomplish?
- **WHERE** will it take place.
- **WHEN** will you do it or when will you arrive at your destination.
- **WHICH** constraints will affect you.
- **WHY** are you doing this?

**MEASURABLE** Establish the criteria for measuring your progress while you work towards your goal. When you measure your progress you are able to stay on track, know when changes need to be made and see what is working best for you and where you need to reassess your situation before it is too late.

**ATTAINABLE** When you identify your goal and determine how you are going to achieve your goal, you see how attainable it is and how much effort it will require. Look at the workload associated with this goal and be sure that it will not get in the way of other projects you are working on and that you will be able to dedicate enough time to achieving your goal.

**REALISTIC** In order to be realistic, your goal should represent an objective toward which you are both willing and able to work towards. Just because you have set your goal high, it does not mean it is unrealistic. As long as you have the time and energy to put into it, you can achieve your goal.

**TIMELY** As we have mentioned in a few of the SMART steps, time is important. No goal is achievable if you don't have the time for it. All goals should be kept within a well detailed time frame.

Always go back to your ultimate goal and assess how your smaller goals contribute to your Ultimate destination.

# DEADLINES

Deadlines help you in 2 ways. They help you with your planning and the framework you use, and they ensure you stay on track and are able to achieve your goals.

When you don't have deadlines, you will face more stress and can become easily overwhelmed, causing reduced productivity and increased potential derailing your journey.

Deadlines force you to think about what it will take to accomplish your goal. Each step will require a certain amount of time – and that will better inform how long it will take you to finish the project. Visualising all the steps involved (and finishing it) can help motivate you to start tackling each small step. It also allows you to stay empowered because you know there is an end date to that task, allowing you to get to the next job which is more inspiring.

Deadlines help you prioritise what you'll work on (and for how long), if something is taking too long and pushing you past your deadline you need to look at why this is happening and if there is a better way to do it, or even ask yourself do you really need to do this task?



*Scribble your notes here...*

## ACTION STEPS

The easiest way to make a goal manageable and less daunting, is to write a list of actions that you need to do to achieve what you set out to; we call this an 'action plan'. An action plan can be as complex or as simple as you like. An action plan helps you turn your vision, dreams and goals into reality, so the more detail you put in at the start, the less work you have to do later.

You can use a dashboard indicator as a method of staying on track. Here you mark each step in your action plan; e.g. green (completed) , orange (in progress) or RED meaning alarm bells needs to ring we haven't completed this action, it's overdue and we need to reassess it.

The action plan we like to use is quite detailed, however when broken down it provides all the information you need to easily work towards your goal.

### **ORDER**

(do this last) In what number order do you need to do the task, what steps need to be done first?

### **TASK**

Write a brief description of what you need to do.

### **DESCRIPTION**

Add in some more detail, who you need to talk to, how you need to do it, what are the specifics.

### **RESOURCES**

What do you need to complete the task? Paint, pencils, costumes?

### **WHO**

Delegate the responsibility to yours  
**DEADLINE** – When do you need this done by? What date?

### **BUDGET**

How much money will this cost? How much can you afford?

### **COMMENTS**

Document any other important information, and also document what you have done towards ticking this task off.

### **DONE**

Simply tick when completed or write in the date.



### **BUILD YOUR TRIBE**

Your tribe are the people who surround you. They are the people that not only support you but also keep you accountable. Ask yourself:

**What kind of people do you need to achieve your goals?**

**What do you need them to do?**

**What traits in people will hold you back?**

**How do you distance yourself from these people?**

### **ACCOUNTABILITY**

“As entrepreneurs, we are passionate about our business and very hopeful to achieve great things. Whether you’re a solo-preneur or have your own team, you start out believing you can manage it all. You’ve made your goals, set a strategy...but as the days go by...you have yet to implement your plan of action” [lifecoach2women.com](http://lifecoach2women.com)

Accountability accelerates your performance, helps you measure your success and progress, keeps you engaged, reiterates your responsibility to stay on track and it helps to validate your ideas.

## ACTIVITY

Make a list of the people who will be your supports and how they will help you

<b>Who</b>	<b>Why</b>	<b>What</b>

## TIME and DEDICATION

You can achieve GREATNESS! This takes time and commitment, and you will only get out as much as you put in. How much time you can dedicate to your goals will be a major factor in how long they take to achieve.

REMEMBER, life does happen around your goals, so you need to think of your life holistically to ensure the time targets you set are achievable and not discouraging.

## REVIEW YOUR GOALS

There is no specific set standard on when you should review your goals, as a general rule of thumb, they should be reviewed regularly or often. The defining factors in this include the life of your goal, how much work it will take, what you have going on that you know will affect your ability to deliver it.

# REFLECT!

Now that your goals are **SMART** lets reflect and add some accountability

**Who are the people you need to support you to achieve your goals and how you need them to help you?**

**Who will you enlist to keep you accountable?**

**How much time each week will you dedicate to achieving your goals?**

**What will I do if something goes wrong?**

**When will I review my goals and actions?**

**How will I reward myself for a job well done?**



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