

Goal Setting – Observations, Challenges and Opportunities:

A Summary of IAMCP's "We've Got WIT" Webinar with Cheryl Breukelman

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The most recent "We've Got WIT" webinar was on the topic of Goal Setting - Observations, Challenges and Opportunities. Cheryl Breukelman, a founding partner of [Epiphany Coaches](#) Inc. a global executive coaching company talked about her experiences coaching senior executives, the types of goals and shared best practices for success.



5 Principles of Goal Setting:

1. Just Get Started:

Basic yes, and yet so many of us have trouble with the first step. Cheryl pointed to all of the different systems that help us with tracking our goals. From goal setting software to Fitbit there

"PROGRESS IS 80% PSYCHOLOGY, 20% MECHANICS"

Tony Robbins

is no end of technology to help us manage our goals but we still manage to fall off track. The reason is that technology addresses the mechanics, not the psychology of setting and committing to goals.

- 2. Set iterative goals:** We can't always see so far into the future so be flexible and adjust when it comes to setting goals. Many organizations are moving from a 1 year time line to adjusting every 3 or 4 months.
- 3. Go Public:** One great way to stick to your goal is to tell others about it. It holds you accountable and you are going to want to report progress when your friends, family or colleagues ask you how it is going.

4. **Let it go:** This point really resonated with the attendees. Some goals aren't meant to be actioned. It's Ok to just let them go. Give yourself permission!
5. **Reflect and Plan:** Step back and think about what you really want to achieve. Do the goals you set for yourself still seem important or relevant? If not, see the points above and change it up.

Inhibitors to Progress:

So what really gets in the way of setting and achieving our goal? Cheryl talked about the big three inhibitors:

- Perceptions – how we see the goal and ourselves
- Assumptions – the assumptions we have about the goals, ourselves and what others will think
- Fear – fear of setting goals and not achieving them.

Judging by responses from the webinar attendees in the chat, these inhibitors resonated with the group, particularly the one on fear.

Types of Goals:

Covering two types of goals, Cheryl shared some thoughts on career, development and business goals.

Top Areas of Development:

- ❖ Impact & Influence
- ❖ Executive Presence
- ❖ Leading People & Teams
- ❖ Leading Change
- ❖ Career Development

Setting Career Goal: think about your strengths, long term vision and who can support you. Cheryl shared an observation that 50% of professionals don't have a career goal and often just get carried along with the tide of progress. It seems that WIT attendees were familiar with this phenomena too. Our webinar poll indicated that less than half of the attendees were surprised by this 50% number.

Development Goals: Where are you today and what do you need to work on to be ready for the future.

Business Goals: These types of goals need to be iterative and respond to a fast changing world.

For more tips and ideas around goal setting, check out the **webinar**