



Creating a Personal Development Plan

Presenter

Laurie Kovens



Laurie R. Kovens, LCSW, is a Licensed Clinical Social Worker in practice since 1993. She has served as a clinician in medical and employee assistance settings. She has worked with clients, families, community members, and co-workers to help them adapt in the face of ongoing physical, emotional, and organizational change. Laurie works with clients from a person-centered, strengths-based approach. Treatment orientation includes: short-term, solution-focused counseling, mindfulness, cognitive/behavioral therapy (CBT), motivational interviewing, medical crisis counseling, narrative medicine, and spiritual and psychodynamic counseling.

Laurie is also an NASW-Certified Clinical Supervisor. She is currently pursuing Master's degree in writing with a focus on narrative medicine. Laurie is a frequent presenter, focusing on prevention and recovery from burnout, organizational management and development, resilience, and the use of writing and reflection for self-care and personal and professional growth.

Learning Objectives

- Recognize the importance of goal setting
- Identify the various types of goals
- Apply tips for setting effective goals
- Identify obstacles and different types of motivation to help overcome the barriers to goals

Failing to Plan is Planning to Fail

80% of individuals never set goals for themselves

Consider the following:

- Without knowing where you want to end up, how can you expect to get there?
- Goals give you a measure for success.
- Goals give you something to be accountable for.

Why is Goal Setting Important?

- Long-term vision
- Short-term motivation
- Focus
- Organization
- Measurement
- Pride and progress
- Self-confidence



Analyzing Your Existing Skills

- What are your experiences and achievements to date?
- Which skills are your strongest?
- Which skills do you most enjoy using?
- Which skills are your challenges, and how do you know this?



SWOT Analysis

Internal	Your Strengths	Your Weaknesses
External	Opportunities in Your Career Field	Threats in Your Career Field

SWOT Activity

1. Draw a large square on a blank sheet of paper
2. Divide the box into 4 squares
3. Label each square with one of the following:
 - a. Strengths
 - b. Weaknesses
 - c. Opportunities
 - d. Threats
4. Start your SWOT analysis by entering something in each of the sections

SMART Goals

SMART Goals Model

- **S**pecific
- **M**easurable
- **A**ction-based
- **R**ealistic
- **T**ime-specific

Outcome Goals

Outcome goals represent the **desired results** that you plan to achieve.

- Long-term example:
"I want to own my own company in 10 years."
- Short-term example:
"I want to be promoted to manager by February 1st."

Behavioral Goals

Behavioral goals represent the **changes you intend to make** to achieve your desired results.

- Long-term example:
"In three months, I will be doing cardio training three times per week for 40 minutes per workout."
- Short-term example:
"Beginning tomorrow, I will eat an apple with my lunch three days per week on Monday, Wednesday, and Friday."

Survey

"I will spend 20 minutes on Tuesday brainstorming why I want to be manager by February 1st."

What type of goal is this?

- A. Long-term, outcome goal
- B. Long-term, behavioral goal
- C. Short-term, outcome goal
- D. Short-term, behavioral goal

Try It!

1. Write down one outcome goal.
2. Next, write down one behavioral goal that supports your outcome goal.



Obstacles

- Obstacles are a natural part of the change process.
- When you anticipate obstacles, you are able to come up with strategies to overcome them.
- How you view obstacles is going to determine your ultimate outcome:
 - Those who view obstacles as reasons to quit are ultimately going to be unsuccessful.
 - Those who view obstacles as an opportunity to learn and improve their strategies will ultimately be much more successful.

Personal Barriers to Growth

- Fear
- Lack of motivation
- Contentment
- Skepticism
- Lack of resources



Survey

Currently, which of the following is your primary personal barrier?

- A. Fear
- B. Lack of motivation
- C. Contentment
- D. Skepticism
- E. Lack of resources

Overcoming Obstacles

- Extrinsic Motivation

An extrinsically-motivated person will work on a task even when he or she has little interest in it because of the anticipated satisfaction from some reward.

- Intrinsic Motivation

An intrinsically-motivated person will engage in activities that enhance or maintain his or her self-concept. There is no reward other than the interest and enjoyment that accompany the activities.



Motivation

- Extrinsic motivation comes from outside an individual
 - Family and friends
 - Coworkers and managers
 - Promotions, raises, and performance evaluations
- Intrinsic motivation is your internal “why”
 - If you were successful in achieving your goals, how would your life be different?
 - If you were successful in achieving your goals, what would you be doing that you aren't?



Other Helpful Tips

- Write down your goals
- Prioritize your goals
- Define a time span:
 - When do I want to start working toward this goal?
 - When do I want to have it achieved?
- Keep a journal of your progress:
 - Successes
 - Problems and solutions
 - New ideas and opportunities
 - Results



Achieving Goals

It is important to celebrate and reward yourself when you reach your goals!



Final Suggestions

If you achieved the goal too easily, make your next goal harder.

If the goal took too long to achieve, make the next goal a little easier.

If you learned something that would lead you to change other goals, do so.

Despite achieving the goal, if you noticed your skills declining, decide whether to set goals to fix this.

Resources

Contact your EAP
or
Work-Life Program
for
Assistance

Thank You

Questions?

Works Cited

Mind Tools. (n.d.). *SWOT analysis: Discover new opportunities, manage and eliminate threats*. Retrieved November 18, 2015, from http://www.mindtools.com/pages/article/newTMC_05.htm

Top Achievement. (n.d.). *Creating S.M.A.R.T. goals*. Retrieved November 18, 2015, from <http://topachievement.com/smart.html>

Ryan, C. A. (n.d.). *Intrinsic/extrinsic motivation and hierarchy of needs*. Retrieved November 18, 2015, from <http://www2.fiu.edu/~cryan/motivation/intrinsic.htm>

Nikitina, A. (n.d.). *SMART goal setting: A surefire way to achieve your goals*. Retrieved February 2, 2015, from <http://www.goal-setting-guide.com/goal-setting-tutorials/smart-goal-setting>

Vermeeren, D. (n.d.). *Why people fail to achieve their goals*. Retrieved November 18, 2015, from <http://www.reliableplant.com/Read/8259/fail-achieve-goals>
