

## IMPROVE YOUR WORKFLOW: Making Achievable Goals

Goals are easy to make, harder to accomplish. Time can be a factor, but our ability to use time well is connected to our priorities. We are more likely to accomplish our goals when we are *invested*—when the goals have *meaning* for us. We find meaning in something when it connects to our *core values*— *WHY* we do what we do. It is also easier to accomplish goals when we break them down into concrete *tasks*—achievable, bite-sized pieces of the bigger picture. In this emPower Tool, we share strategies to set yourself up for success in your personal and program goals.

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### Personal

#### What drives you?

Think about what motivates you most. Your family? Your sense of social justice? Your love of learning? What makes you excited, or gets you out of bed? When you boil down all of your values and beliefs to one *core value* that drives your decision—that is your personal WHY.

### WHAT IS YOUR WHY?

For your **personal** goals, look at your own CORE VALUES.  
 For your **program** goals, look to your MISSION AND VISION.

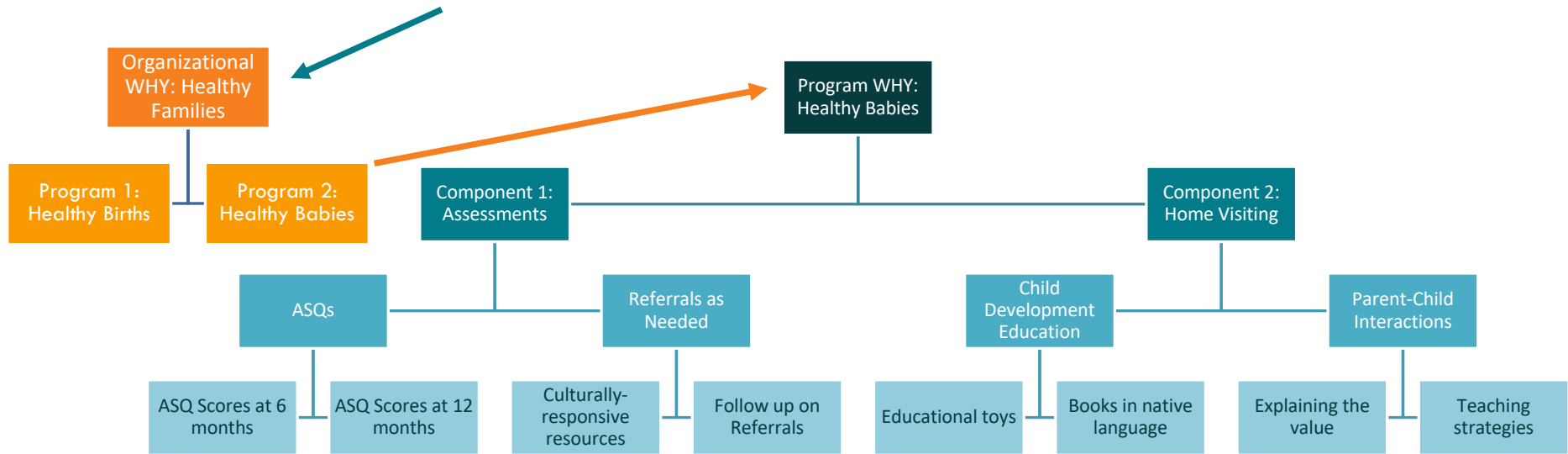
### THE BIGGER PICTURE

Tasks feel like busy work when you can't see the bigger picture. Clearly connect tasks (like "data entry") to goals (like "assessments=healthy babies") to *show* how tasks are important to the WHY.

### Program

#### What drives your work?

The *mission* and *vision* of your organization were created to express the *values* of your organization—your group WHY.  
**The Mission** talks about what you do.  
**The Vision** is about the world you're working to create that reflects the organization's values. These guide your program decisions.



As the old joke goes: **Q. How do you eat an elephant? A. One bite at a time!**  
 A big goal can feel overwhelming. Break the goal down into small, achievable tasks, and you'll make progress more quickly!

## SMART Goals

Using the SMART approach makes it easier to succeed in your goal because it helps you carefully think about what you want to accomplish and when.

- S Specific**

Your goal is clear and detailed and has a direct connection to the organization and/or program’s big picture.

**Example:** Measure if each home visitor completes 3 home visits per month, rather than “home visitors complete home visits.”
- M Measurable**

Your goal can be measured by a number or pattern of tasks that are accomplished, to track the progress and success of a goal.

**Example:** Measure specific aspects of a birth, like NICU admission, instead of opinions like “good” or “bad” birth experience.
- A Attainable**

Your goal is realistic (attainable) when you carefully consider the systems and resources that affect your ability to achieve the goal.

**Example:** Instead of 100% attendance, our goal is 85%. Our client’s lives are complex, so perfect attendance is unlikely.
- R Relevant**

Your goal aligns with your WHY—your core values, and your mission/vision.

**Example:** To understand our impact on a child’s social-emotional health (WHY), we’ll collect ASQ-SE scores for each child each year.
- T Time-Based**

Your goal has a set deadline.

**Example:** We will increase our home visit completion rate to 90% by the end of the program year.

## Set Yourself up For Success

Time	Rewards	Accountability	Connect
Carve out regular, dedicated time in the schedule so it can actually happen	Celebrate small successes along the way. Cross a task off a list. Note progress in a staff mtg.	Build in regular check-ins to track progress. Get investment from leadership.	Connect back to the bigger picture. Make clear connections to the group WHY

## Understand the factors that affect your goals

**SWOT** analysis is used to take a good, hard look at a program or organization, and make sure goals are actually achievable. If you do not have the right structures in place, and/or don’t have what you need to accomplish the goals, you can work to change the structures and needs, or change the goals.

<p><b>Strengths</b></p> <p>What do we do <i>well</i>?</p> <ul style="list-style-type: none"> <li>We meet families <i>where they are</i>.</li> <li>We have engaged, compassionate staff.</li> </ul> <p>What do we do <i>differently than others</i>?</p> <ul style="list-style-type: none"> <li>We improve the service model with our culturally responsive approach.</li> <li>We include different ways of knowing, like storytelling.</li> </ul>	<p><b>Weaknesses</b></p> <p>High staff burnout and turnover. Limited resources, little access to professional development.</p> <ul style="list-style-type: none"> <li>Does everyone have the training they need to be successful?</li> <li>Does everyone have clear roles and responsibilities?</li> <li>Does everyone have clear processes and procedures?</li> </ul>
<p><b>Opportunities</b></p> <p>How can we use our talents well?</p> <ul style="list-style-type: none"> <li>Give time for Home Visitors to share their favorite tips and tricks.</li> <li>Regularly ask staff about their professional development goals.</li> </ul> <p>How to set our staff set up for success?</p> <ul style="list-style-type: none"> <li>Do a Process Review to find opportunities to improve workflows for staff.</li> </ul>	<p><b>Threats</b></p> <p>Gentrification and housing prices</p> <ul style="list-style-type: none"> <li>Clients are being pushed further and further out of the city.</li> <li>More and more of our clients are experiencing houselessness.</li> </ul> <p>Institutionalized racism</p> <ul style="list-style-type: none"> <li>Our clients are receiving unequal treatment from service providers.</li> <li>White favoritism in systems.</li> </ul>

