



Graduate Online Success Series

Setting Goals with Purpose

Offered by Kathy Choy, Assistant Director, Talent Development, Drexel HR

“Alice asked the Cheshire Cat, who was sitting in a tree, “What road do I take?”

The cat asked, “Where do you want to go?”

“I don’t know,” Alice answered.

“Then,” said the cat, “it really doesn’t matter, does it?”

~Lewis Carroll



Today, We Will...

Collaboratively
describe purpose as
a lever for effective
goal setting

Explore three tools
for clarifying
purpose

Practice using the
SMART model for
describing specific
goals



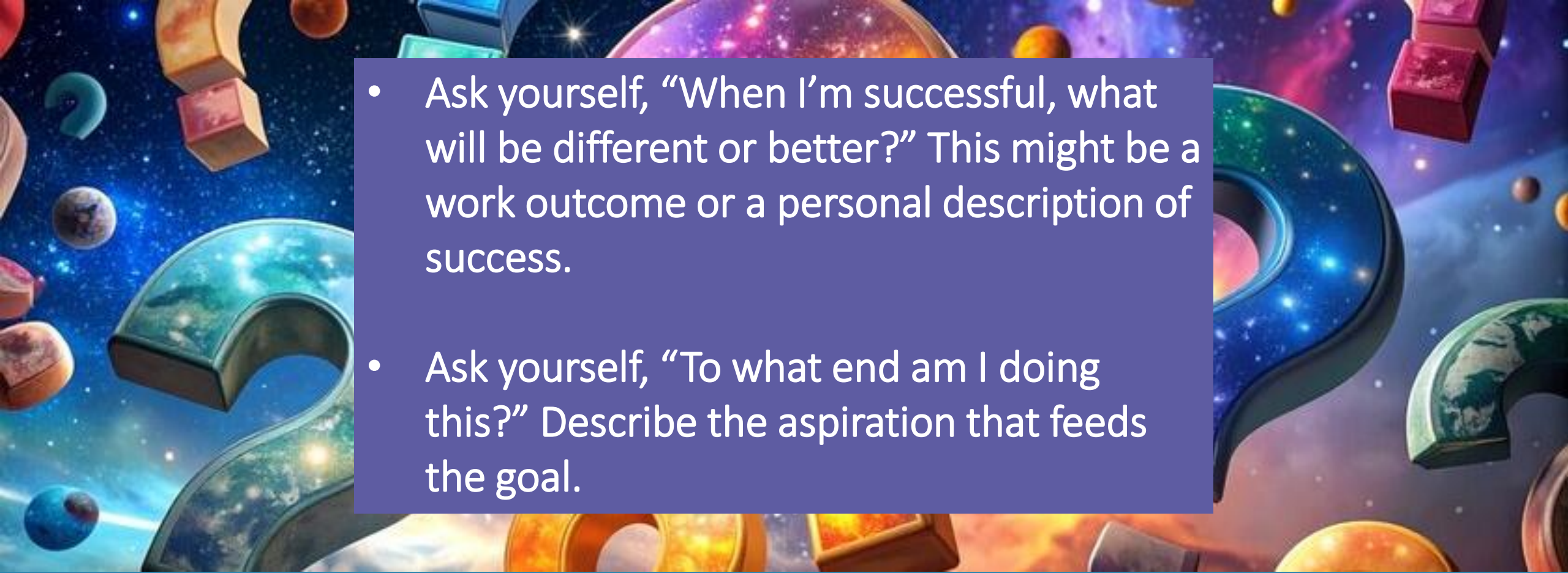
Purpose is a reason or intention



Use the “Five Whys”

- My goal is to complete my graduate degree – why?
- So I can get the next job in my career path – why?
- I want to greater credibility and responsibility – why?
- Because I want to be taken seriously in my career and help others – why?
- Credibility and helping others grow provide the foundation for positive change – why?
- Keep asking why until you get to the root purpose.

So, how do you uncover purpose?

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- Ask yourself, “When I’m successful, what will be different or better?” This might be a work outcome or a personal description of success.
 - Ask yourself, “To what end am I doing this?” Describe the aspiration that feeds the goal.

So, how do you uncover purpose?

Take a few moments to identify one of your goals

Practice uncovering the purpose behind your goals in trios – 10 minutes

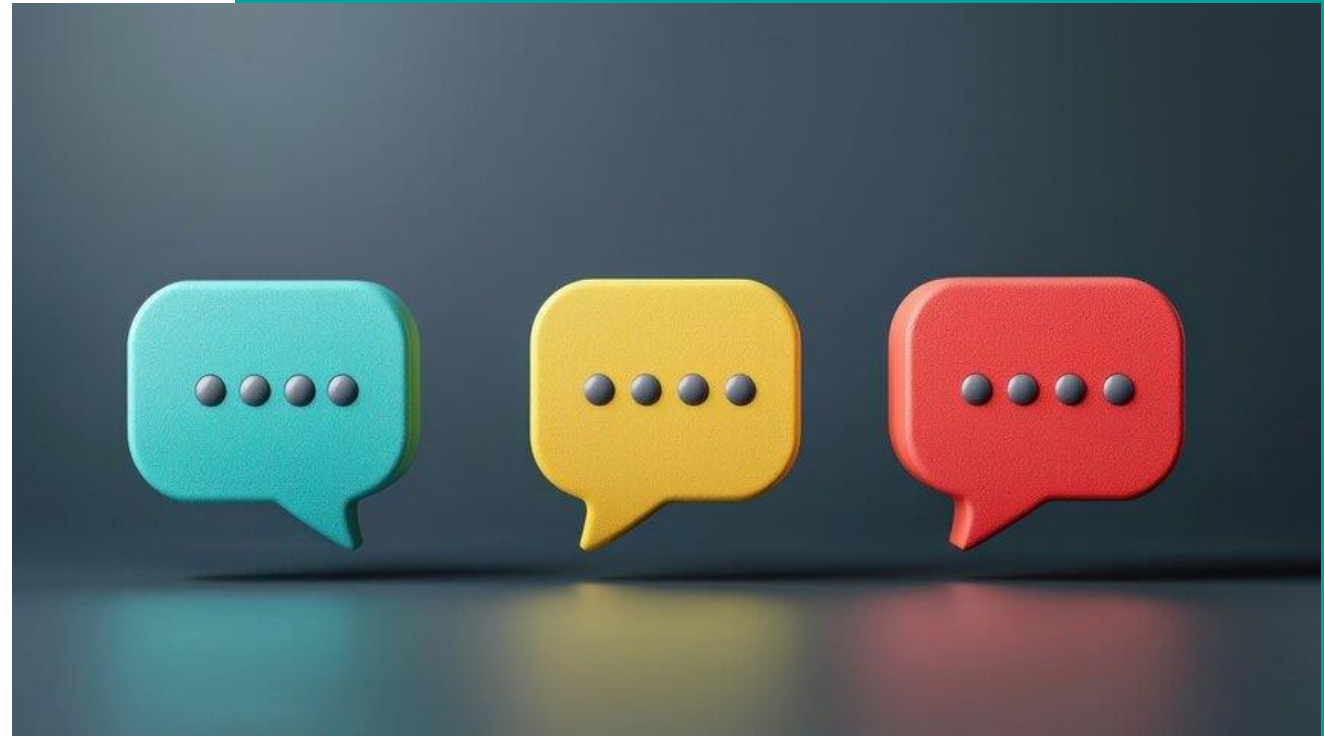
Each person shares their goal

Challenge each other to describe the purpose of the goal using the tools we discussed

Is there more under the surface?

What impact does clarifying purpose have on your stated goal?

Consider – what are you learning?



What did you discover? Raise your hand and unmute to share.



SMART Goals

What are some examples of each? Share in the chat.



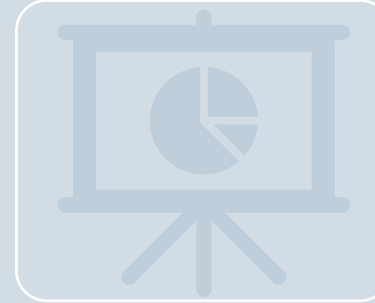
Specific
provide a
detailed
description



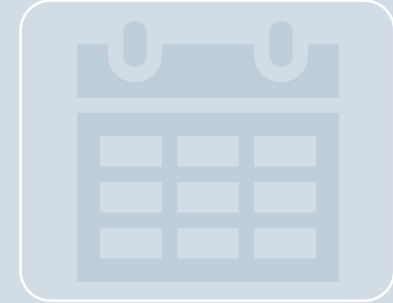
Measurable
Describe
metrics to
show success
or
achievement



Achievable
Challenging,
but not
impossible



**Results-
Based**
Describe the
purpose



Time-Bound
Set interim
and final
deadlines



Next Steps

Continue to refine your goals to align with your purpose

Share your purpose and goals with those who can support you

Keep track of progress

Celebrate wins!



Wrap Up

Resources for continued goal and purpose exploration and support

- Steinbright Career Development Center
- Counseling Center
- Faculty Advisor
- Professional organizations in your field
- Classmates
- Informational interviews with those in roles you aspire to