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| **FOCUS AREA** | **INFORMATION INTERVIEW** |
| **Activity** | **SMART goal setting: information interview** |
| **Duration** | 25 minutes |
| **Learning outcomes** | *Topic Coordinator to map to learning outcomes* |
| **Resources needed** | * [Introduction to SMART goal setting](#IntrotoSMART) * [Examples of SMART goals for networking/information interviews](#Examples) * [Student worksheet](#Worksheet) |
| **Associated toolkit task** | [Interview and 800-1000 word reflective summary](https://staff.flinders.edu.au/content/dam/staff/learning-teaching/employabilty-toolkit/information-interview.docx) |

## Activity description

Students will learn the value of setting goals to help them explore, manage and advance their careers. They will be introduced to the SMART formula: goals that are **S**pecific, **M**easurable, **A**ction-oriented, **R**ealistic and **T**ime-bound.

## PART A Introduction to SMART goal setting [10 minutes]

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| **Format** | **Steps** | **Prompts** | **Resources** |
| Facilitator-led discussion | 1. Guide a discussion around goal setting. | * Have you set yourself goals in the past? * Was this successful? * What hindered/helped? * How might they be useful in progressing your career aspirations?   Definition of a goal   * an objective or target that someone aspires to achieve |  |
| 1. Introduce and discuss the  5 SMART goal elements in **introduction to SMART goal setting (PART A).** | * Has anyone heard of (or set) a SMART goal? * What might be the advantage of setting a SMART goal?   5 SMART goal elements:   1. **S**pecific 2. **M**easurable 3. **A**ction-oriented 4. **R**ealistic 5. **T**ime-bound | [Introduction to SMART goal setting](#IntrotoSMART) (PART A) |
| 1. Now introduce and discuss some **examples of SMART goals for networking/information interviews.** | * Consider the weak goal – what makes it weak? * Note how the weak goal reads more like a broad objective and that the SMART goals ‘unpack’ the weak goal into tangible actions. * Consider the SMART goals – use the checklist to see what makes them SMART. | [Examples of SMART goals for networking/ information interviews](#Examples) (PART A) |

## PART B Define your 3 goals to progress your networking and information interview objectives [15 minutes]

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| **Format** | **Steps** | **Prompts** | **Resources** |
| Individual exercise | 1. Using the **student worksheet (PART B)** students will use the SMART approach to define 3, one-sentence goals they will action to progress the broad objective to progress their networking and information interview objectives. |  | [Student worksheet](#Worksheet) (PART B) |
| Facilitator-led or small group discussion | 1. Encourage students to discuss they goals they have developed and consider whether all the SMART goal elements have been included. | * What were the easiest elements to incorporate in your goals (specific, measurable, etc?) * What were the hardest? * Are you committed to achieving the goal? If not, why not? Do you need to reconsider your goal? |  |

## Key messages to convey to students

**Facilitator:** Ensure that you have reinforced these key messages during the activity or reinforce them at the end.

* Goal-setting is critical to enabling a step-by-step approach to career planning so that what can seem vast and daunting is reduced to achievable components.
* Establishing, actioning, reviewing and resetting SMART goals provides a clear, tangible and accountable approach to moving careers forward.
* They are useful in consolidating actions arising from recent research or new career insights (e.g. from an information interview).
* Goals can be set throughout our careers, linking them to a range of career management activities (e.g. for advancing job search, gaining or building work experience, using them for a networking event, planning professional development).

## PART A Introduction to SMART goal setting

SMART goals are goals that are:

* **S**pecific
* **M**easurable
* **A**ction-oriented
* **R**ealistic
* **T**ime-bound

Setting SMART goals will help you explore, manage and advance your career.

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| Specific | The goal needs to be as clear and specific as possible in capturing what you want to achieve. The more you can narrow it down, the easier it will be to set out the steps you need to take to achieve it. Rather than ‘I want to finish my degree and get a graduate job’ set short-term goals towards your longer term objective e.g. ‘I want to get a Distinction in Research Methods’ or ‘I want to get part time work in telephone market research’. |
| Measurable | Make sure the goal is measurable so you can see the progress you have made towards achieving it. What numbers or measurements can you use to quantify your goal? How will you know when you have reached your goal? |
| Action-oriented | The goal should be actionable given your available resources and taking into consideration all aspects of your life, priorities and commitments. Attainable goals keep you motivated and focused on success. |
| Realistic | The goal should be realistic and relevant to you and what you are trying to achieve in the long run. Why do you want to achieve this goal? How does it contribute to your broader career objectives? Does it positively align with your values/strengths/personality/life stage? |
| Time-Bound | The goal should clearly specify the time period in which it will be accomplished. Ensure the time frame you set is a reasonable and realistic one. Can you set milestone dates for periodic review? You may need to be flexible and prioritise your goals. |

## PART A Examples of SMART goals for networking/information interviews

**WEAK GOAL:** I will find someone to interview about my career.

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| **BROAD OBJECTIVE** | To expand my sector networks and knowledge by identifying someone that I can interview about their career |
| **SMART GOALS** | 1. By [insert date] I will have identified at least 5 suitable candidates for an information interview using:    1. LinkedIn **and**    2. My networks (friends, family, lecturers etc.) |
| 1. By [insert date] I will have researched at least 3 of these candidates by talking to others, conducting desktop research, etc. |
| 1. By [insert date] I will set new goals based on what I learn, considering who I will approach for an information interview, how, and, once they have accepted, the [7] questions I will ask them. I will also consider how I will act if I get no acceptances or more than one. |

**Checklist**

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| **S**pecific | The goals are specific because each action is quantified. |
| **M**easurable | The goals measures the number of initial suitable candidates and how many you plan to research further before reaching out to them. |
| **A**ction-oriented | Breaking down and quantifying each sub action makes this achievable. |
| **R**ealistic | Since ultimately you want to expand your sector network and understanding, making connections using LinkedIn and your own networks are both great way to start. |
| **T**ime-bound | The goals are bound by specific dates. |

## PART B Define your 3 goals to progress your networking and information objectives

Your **broad objective** is to progress your networking and information interview objectives.

Using the SMART approach, define 3, one sentence goals you will action.

**Goal 1**

Check that your goal is:

* Specific
* Measurable
* Action-oriented
* Realistic
* Time Bound

**Goal 2**

Check that your goal is:

* Specific
* Measurable
* Action-oriented
* Realistic
* Time Bound

**Goal 3**

Check that your goal is:

* Specific
* Measurable
* Action-oriented
* Realistic
* Time Bound