



# Goals & Professional Development Report

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## Effective (SMART) Goals

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### Specific

• clearly target key results and outcomes to be accomplished

### Measurable

• described so results can be measured without ambiguity

### Attainable

• although challenging, realistic and possible to achieve

### Reach

• include a stretch factor that moves toward real gains.

### Timely

• linked to specific timetables and "due dates"



## Objectives

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- Related directly to a goal
- Are clear, concise, and understandable
- Stated in terms of results
- Begin with an action verb
- Specify a date for accomplishment
- Are measurable



## Professional Development Report (Due June 26)

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- Section 1: Incorporate Self-Analysis
  - Briefly state scores/meanings
  - One paragraph for all 10 assessments
- Section 2: Personal SWOT Analysis
  - Internal: self-analysis results/feedback
  - External: knowledge about your career path
- Section 3: SMART Goals w/ Timeline
- Section 4: Proposed Action Plan w/ Professional Objective



## Professional Objective

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- Functional Area of Interest
- Agency/Organization Type
- Size/Scope of Organization
- Level of Position
- Geographic Location
- Eventual Goals



## Objective Examples

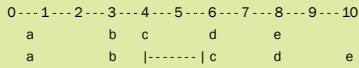
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- Position: A position as marketing assistant
- Field: An internship in the social services field
- Skills: A summer position utilizing my data analytical and research skills



## Career Timeline (Graphical)

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TIMELINE 1

- a First job after graduating college
- b First promotion
- c Start graduate school
- d Second job (after graduate school)
- e Second promotion

TIMELINE 2

- a First job after graduating college
- b First promotion
- |— Non-working time (family) —|
- c Start graduate school
- d Second job (after graduate school)
- e Second promotion



## Career Timeline (Narrative)

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- Year 1: Find an entry-level job in marketing (most likely sales) for a small- to medium-sized company in the Midwest
- Year 3: Secure first promotion as head of sales for the Midwestern Region
- Year 4: Return to school to begin working on a Master's in Business Administration (Finance concentration)
- Year 6: Graduate with MBA; find a job as Director of Sales for a medium- to large-sized company in the Eastern United States
- Year 7: Promotion to Executive Vice President, Marketing and Sales
- Year 10: Cash in and retire (yeah, right)