

## GOAL-ACHIEVEMENT PRINCIPLES

### GOAL SETTING

- Goals need to be personally **meaningful** and motivating.
- **Visualizing** the outcome makes the goal feel real and builds motivation to achieve it.
- Goals must be **challenging, but still within reach**—goals that are too easy are un-motivating, and goals that are too hard are abandoned out of frustration.
- Goals must be **specific** and have a **clear target** and **timeline**.
- To develop a goal habit, set (and review goals) **daily or weekly**.
- If needed, reframe CalWORKs activities as **opportunities** to pursue goals that are meaningful to the participant.

### GOAL PLANNING

- **Write down** plans to make them stick.
- Commit to goals by sharing them with others, **an action that holds us accountable**.
- Break long-term goals into **shorter, more manageable goals or steps**; short-term goals are more motivating than longer-term goals.
- Be **specific** and include the details of **when** you will complete each step.
- Encourage the participant to think about the **support and resources needed** to reach the goal.
- **Identify obstacles** that may get in the way of achieving the goal and **develop solutions** for each obstacle.

### GOAL DOING

- Help participants achieve their goals by:
  - Walking them through their **action plan** at the end of the planning session
  - Helping them develop their own **reminder system**
  - Providing **regular reminders**
  - Providing opportunities to **practice** working on their goal
  - **Reducing program burden** on participants
  - Helping participants address and **manage stress**
  - Providing lots of **encouragement** and feedback

### GOAL REVIEWING AND REVISING

- **Review:** How did it go?
- **Revise:** What did you learn? What will you do moving forward?
- Create a **learning environment**:
  - Be **strengths-based**: What went well?
  - **Emphasize the learning**: What did you learn about yourself or your obstacles?
  - Be **forward-looking**: What can I do differently next time?
- Convey these **messages** to build skills:
  - Success is starting!
  - There is no failure → only feedback.
  - We rarely get goals or plans right the first time we try.