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The Importance of Goals

by Regina Olbinsky, PHR

I find many opportunities throughout the year to think about renewal and visioning. Certainly, there is the New Year, replete with hopes and resolutions; springtime, with new life emanating among the flowers, grass, and trees; autumn, as children return to school with the promise of new adventures and learning; and of course, my birthday, a milestone of accomplishments and growth (but never aging!). At points in time like these, the process of setting and revisiting personal and professional goals is instrumental to achieving individual success and a sense of accomplishment. It can also help to foster organizational growth.

Two similar proverbs come to mind. “If you don’t know where you’re going, any road will take you there.” Similarly, “If you don’t know where you’re going, how will you know when you got there?” Obviously, knowing where you’re going makes it much easier to get there.

When I think about The Career Group and what we really do, the answer is deliciously simple: We help clients achieve their goals. The process that enables such achievement, however, is more complex. Let’s see if we can simplify it a bit.

Start with a vision. Regardless of your age today, close your eyes and imagine your life in ten years: Who are the people who will be closest to you? What will you do for fun? Where will you work, and what will your career consist of? How much money will you have saved up? How will you enrich your life and the lives of others?

I recommend breaking it down into six key areas (below) and writing down some **SMART** goals. This means they need to be **S**pecific, **M**easurable, **A**ttainable, **R**ealistic, and **T**imely. Consider:

Fun and Adventure

- Where do you go on vacation? With whom? How often? For how long?
- How do you spend your evenings and weekends? With whom?
- What have you always wanted to do that this is the time for?

Health

- What do you look like? Weight? Form?
- Are you exercising? How often?
- What are you eating?
- Cholesterol? Sugar? Blood pressure?

Finance

- How much money do you make?
- How much do you have saved? For kids' college? For retirement? Slush fund? Vacation fund?

Relationships

- Who are the most important people in your life? Spouse/partner, kids, siblings, parents, friends.
- What does each of those relationships look like?
- How frequently do you spend time with each of these people?
- What kind of meaningful/memorable activities do you undertake?

Personal/Spiritual Development

- Are you involved with a place of worship? In what capacity?
- Are there other outlets for you to center yourself and find peace?
- What are you reading, and how often do you read? Business reading? Fun reading?

Professional

- Where are you in your career at this point?
- Are you doing something completely different from the younger you? How have you moved up/evolved in your career?
- Perhaps you're getting ready to retire. Will you stay active in some capacity?
- How are you giving back to your career? Mentoring? Professional organizations? Writing articles?
- Are you seen as an expert in your field? In what ways?
- Have you completed advanced training/certifications/education?

Once you've established a clear vision of yourself 10 years from now, move backwards. What needs to happen at the five-year mark in order for your 10-year dream to become a reality? To answer that, review the 10-year goals you've set, then consider each of those questions five years from now. Next, ask the same question—but this time, consider what needs to occur one year from now in order for you to accomplish it. The final step is to review your one-year goals, and break them up into 90-day action steps. Those action steps should then translate into weekly activities.

How does this process make you feel? For some, it can be daunting—they are unable to let go of the present and dream about tomorrow. This takes effort. But for most of my clients, it proves to be liberating. Once you set goals and then start down the path toward achieve them, you will begin to make connections and identify people around you who can further fuel your efforts to ignite positive change. Paulo Coelho synthesized this notion perfectly in his book *The Alchemist*:

“When you want something, all the world conspires to help you achieve it.”

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News & Events

Recent Coaching Conversation Draws Rave Reviews, Exceeds Expectations

On June 17, Regina Olbinsky participated in a 'Coaching Conversation' in Independence, Ohio sponsored by the Cleveland Society for Human Resource Management. This event drew attendees from communities throughout Northeast Ohio and garnered widespread praise from those who were there. Consider some key post-session evaluation metrics:

- More than 80 percent of attendees rated the "relevance and applicability of the session topic" as GOOD or EXCELLENT;
- More than 75 percent rated the "quality of the presentation" as GOOD or EXCELLENT;
- Likewise, more than 75 percent rated the "overall value of the session" as GOOD or EXCELLENT.

Upcoming Events Include:

- *Ohio Association of Executive Search Professionals (OAESP)*, September 29. Regina will address this organization on integrating emotional intelligence into recruitment and hiring practices.
- *YWCA of Cleveland*. Regina will present perspectives on coaching and career skills during the YWCA's Career Connections seminar in November. Call (216) 881-6878 for details and registration information.
- *Atticus, Inc. Practice Builder*. Regina will participate in this highly intensive session on October 16 and 17 in Orlando designed to enhance the practice development services offered to attorney clients.
- *Young Presidents Organization (YPO)*. Regina is pleased to present a one-day seminar on Emotional Intelligence to this venerable worldwide organization on November 14 in New York, N.Y.

Put Regina's Expertise To Work For You

Regina is available to speak to groups of any size on a variety of leadership coaching, career coaching and attorney coaching/practice advisement matters. For more information, call (440) 914-0722 or e-mail regina@thecareergroup.net.