

Setting Goals

Of course it is good to have goals in your career and whether you are looking to move job, change career direction or simply looking for promotion, it is good to set yourself some personal goals.

One client I met recently had an interesting way of expressing his personal life and career goals, and that was to draw up a one page mood board of interesting visual images with each one representing a particular goal area. This helped him to keep focus and quickly remind himself of where he should be concentrating his efforts. He also found it much easier to summarise his goals using pictures rather than words.

In the context of career moves, I often find that individuals tend to focus too much on the end result which for many people might be simply securing a new role within a certain timeframe. As time moves on, anxiety creeps in and individuals become worried that nothing is happening for them or that things are not moving quickly enough. Well worry about what you can influence is what I say, don't worry about factors that you cannot really affect.

When you think about it, if you set yourself a goal to move jobs by the end of July, for example, there is every likelihood that you are going to fail. You do not have influence over the types of job roles that may or may not become available and you do not have influence over the timing of vacancies. So concentrate your efforts on what you can affect, and in job search terms that relates to all the activities or 'drivers' that need to be in place to give you a greater chance of success – and be disciplined about it. Whilst you cannot miraculously produce your dream job out of thin air, targeting yourself to set up a certain number of network meetings each month, or spending quality time researching target companies, or ensuring that you aim to complete a minimum number of on line applications each week, for example, will all go some way to moving you towards achieving your career development goals.

Be fearless : take the first step and above all be bold in your approach. Think about adopting the Beta approach that software companies take when introducing new products. Rather than lose time and waste effort in producing the final finished version, these businesses are quite prepared to get out into the market place quickly and make adjustments or shape their offer as they go forward. It should be the same for you: don't spend too long crafting and recrafting your cv, get out there and set up meetings with agencies, network contacts and target companies. Look to adjust your approach as you go, learning more about yourself and how best to operate as you move ahead.

Take my advice, be disciplined and be fearless in pursuit of your career development goalsand then be prepared for success.

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