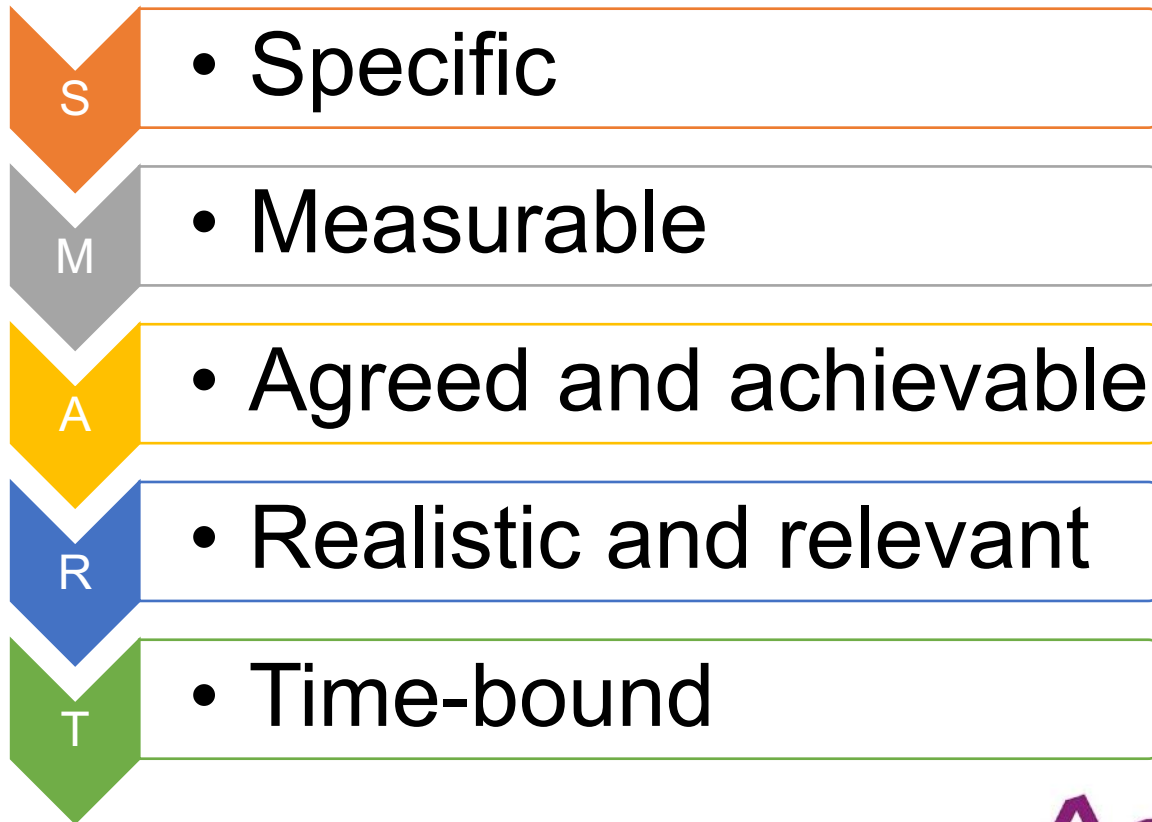


# Goal-setting and review

Conducting client consultations to support positive behaviour change

# SMART goal-setting

When setting goals it is useful to use the following acronym:



# Goal-setting

**Definition:** a goal is what an individual is trying to achieve. It is the object or aim of an action.

There are several different types of goal:

1. Personal goals.
2. Business/career/economic goals.
3. Self-improvement goals.
4. Performance goals.
5. Process goals.
6. Outcome goals.



# Goal categories

Long-term goals can be broken down into short- and medium-term goals.

Short-term

One day  
to one  
month

Medium-term

One  
month to  
six  
months

Long-term

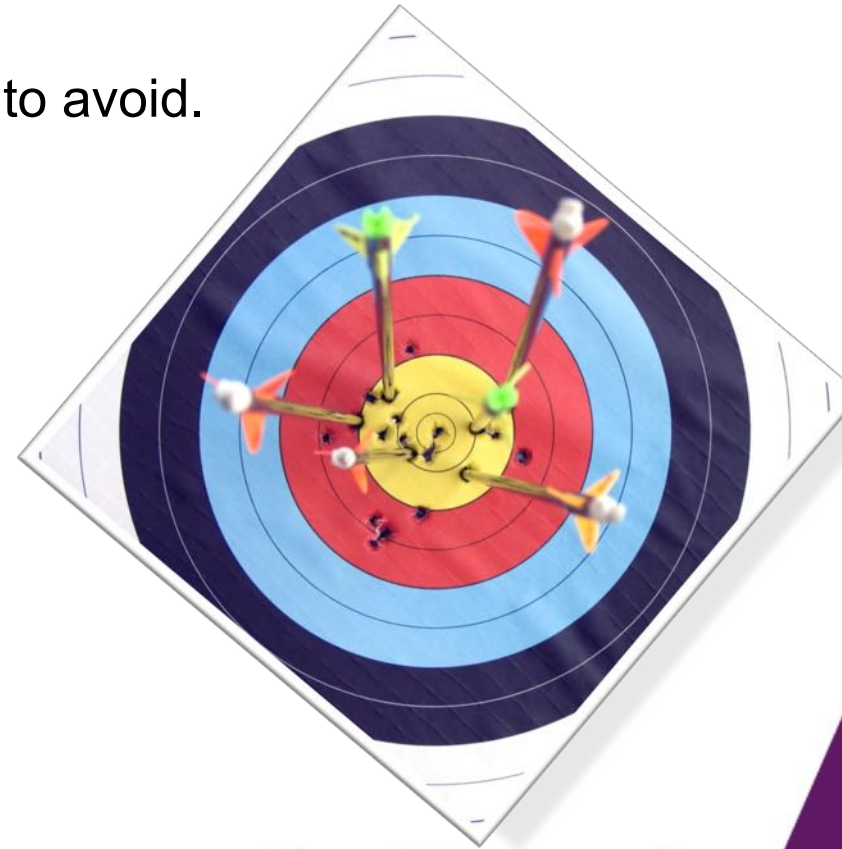
Six  
months to  
over  
several  
years

NB - the duration of the above is somewhat variable. Short term can be 4 - 6 weeks — Medium term upto 3-6 months and then Long Term 6 months +

# Principles of goal-setting

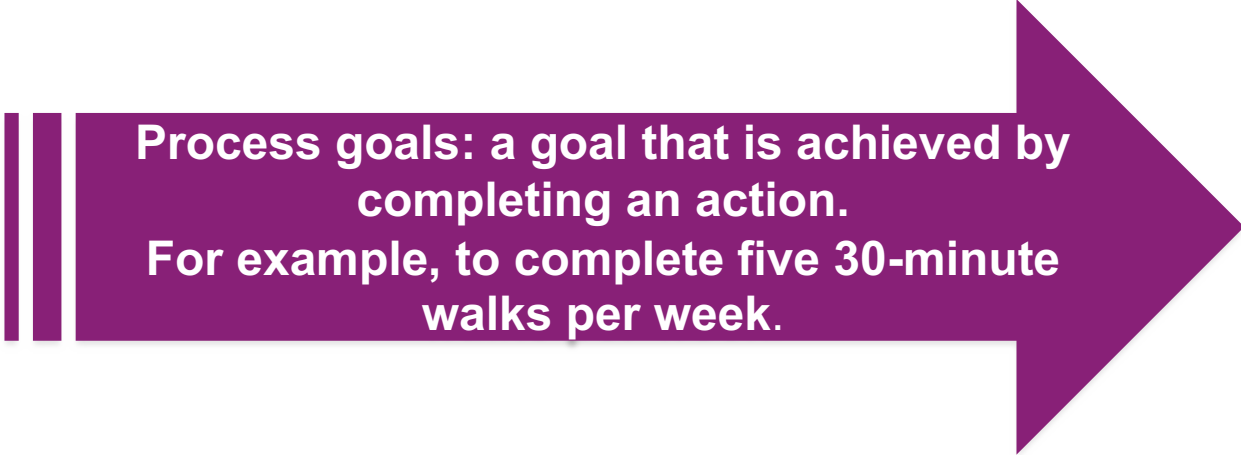
There are seven principles associated with effective goal-setting:

1. Say what you want, not what you want to avoid.
2. Make goals challenging and realistic.
3. Influence the result directly.
4. Measure progress.
5. Check resources.
6. Count the cost.
7. Provide rewards.




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# Process and outcome goals



**Process goals: a goal that is achieved by completing an action.**  
**For example, to complete five 30-minute walks per week.**

- Easy to achieve.
- Success easy to monitor.
- Beginners find these goals easier and more motivational.



**Outcome goals: a goal that is defined by an end result.**  
**For example, to lose five pounds in one month.**

- Harder to achieve.
- Success not clear until re-tests occur.
- More suited to performance goals.

# Reviewing and monitoring client progress and goals

## Why is it important to review and monitor client progress and goals?

- Helps to provide accountability and feedback.
- Can help determine how realistic and effective the original goals were.
- Creates accountability: a client is much more likely to stick to a programme if they know they will be measured at the end.
- Allows small adjustments to be made along the way to ensure the most efficient attainment of the objectives.

How often should client goals be reviewed?



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