

# *Goal-Setting Frameworks*



Presented by  
**Amit.Fi**

# WHY USE GOAL-SETTING FRAMEWORKS?



FRAMEWORKS MAKE GOALS CLEAR AND SPECIFIC

TURN VAGUE IDEAS INTO ACTIONABLE STEPS

HELP YOU MEASURE PROGRESS AND STAY FOCUSED

REDUCE CONFUSION AND INCREASE FOLLOW-THROUGH



# *SMART Goals*



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# WHAT ARE SMART GOALS?



A POPULAR FRAMEWORK FOR CLEAR, ACHIEVABLE GOALS

SMART = SPECIFIC, MEASURABLE, ACHIEVABLE, RELEVANT, TIME-BOUND

HELPS YOU MOVE FROM “I WANT TO IMPROVE” TO “I KNOW EXACTLY WHAT TO DO”



# WHAT ARE SMART GOALS?



**SPECIFIC** – CLEAR AND DETAILED (WHAT EXACTLY DO YOU WANT?)

**MEASURABLE** – YOU CAN TRACK IT WITH NUMBERS OR MILESTONES

**ACHIEVABLE** – REALISTIC WITH YOUR CURRENT RESOURCES & CONSTRAINTS

**RELEVANT** – ALIGNED WITH YOUR VALUES AND BIGGER VISION

**TIME-BOUND** – HAS A DEADLINE OR TIME FRAME



# SMART GOAL EXAMPLE



VAGUE: "I WANT TO GET FIT"

SMART: "I WILL WALK 8,000 STEPS DAILY AND EXERCISE 3 TIMES A WEEK FOR THE NEXT 3 MONTHS"

CLEAR WHAT, HOW MUCH, AND BY WHEN



# SMART → SMARTER



SMARTER ADDS TWO MORE ELEMENTS:

E – EVALUATE: REVIEW YOUR PROGRESS REGULARLY

R – REVISE: ADJUST THE GOAL IF NEEDED

GROWTH COMES FROM LEARNING, NOT RIGID  
PERFECTION



# SMARTER GOAL EXAMPLE



"I WILL SAVE ₹10,000/MONTH FOR 6 MONTHS,

AND REVIEW MY BUDGET EVERY SUNDAY TO ADJUST  
EXPENSES IF NEEDED."



# *WOOP (Wish, Outcome, Obstacle, Plan) Goals*



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# WHAT IS WOOP?



A SIMPLE MENTAL STRATEGY FOR TURNING WISHES INTO ACTION

WOOP = WISH, OUTCOME, OBSTACLE, PLAN

HELPS YOU PREPARE FOR CHALLENGES IN ADVANCE



# WOOP BREAKDOWN



**WISH** – WHAT DO YOU WANT? (SPECIFIC AND MEANINGFUL)

**OUTCOME** – BEST RESULT IF IT COMES TRUE (HOW WILL YOU FEEL?)

**OBSTACLE** – INNER OBSTACLE THAT COULD STOP YOU (THOUGHTS, HABITS, EMOTIONS)

**PLAN** – IF-THEN PLAN TO HANDLE THAT OBSTACLE



# WOOP EXAMPLE



**WISH:** "I WANT TO STUDY 2 HOURS EVERY DAY."

**OUTCOME:** "I WILL FEEL CONFIDENT AND PREPARED FOR MY EXAM."

**OBSTACLE:** "I GET DISTRACTED BY MY PHONE AFTER DINNER."

**PLAN:** "IF I FINISH DINNER, THEN I WILL KEEP MY PHONE IN ANOTHER ROOM AND START STUDYING."



# *OKRs (Objectives & Key Results) – Simplified*



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# WHAT ARE OKRS?



A FRAMEWORK USED BY COMPANIES AND TEAMS  
(ADAPTABLE FOR INDIVIDUALS)

OKR = OBJECTIVE + KEY RESULTS

HELPS YOU CONNECT BIG GOALS WITH MEASURABLE  
OUTCOMES



# OKR BREAKDOWN



**OBJECTIVE** – WHAT DO YOU WANT TO ACHIEVE?  
(INSPIRING, CLEAR)

**KEY RESULTS** – HOW WILL YOU MEASURE SUCCESS?  
(SPECIFIC, NUMERIC)

USUALLY 2–5 KEY RESULTS PER OBJECTIVE

FOCUS ON OUTCOMES, NOT JUST TASKS



# SIMPLE OKR EXAMPLE (PERSONAL)



**OBJECTIVE: IMPROVE MY HEALTH AND ENERGY**

**KEY RESULTS:**

- KR1: EXERCISE AT LEAST 4 TIMES PER WEEK FOR 3 MONTHS
- KR2: SLEEP 7+ HOURS ON 80% OF NIGHTS
- KR3: REDUCE JUNK FOOD TO MAX 2 TIMES PER WEEK



# SIMPLE OKR EXAMPLE (CAREER)



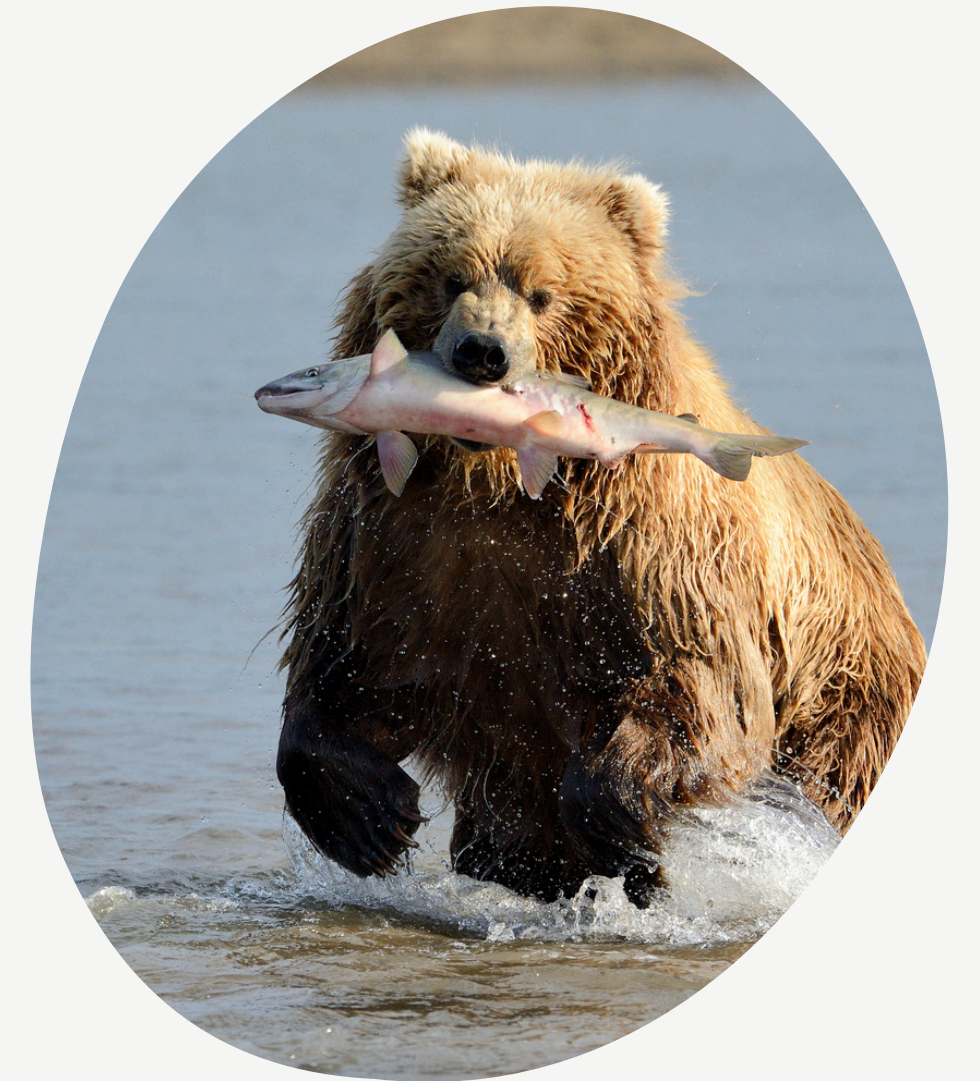
**OBJECTIVE: GROW MY FREELANCE INCOME**

**KEY RESULTS:**

- KR1: REACH 5 REGULAR CLIENTS IN 3 MONTHS
- KR2: EARN ₹50,000/MONTH FROM FREELANCING
- KR3: PUBLISH 2 PORTFOLIO CASE STUDIES



# *BHAG (Big Hairy Audacious Goals)*



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# WHAT IS A BHAG?



BHAG = BIG HAIRY AUDACIOUS GOAL

A BOLD, INSPIRING, LONG-TERM GOAL (10+ YEARS OR LIFE VISION LEVEL)

FEELS EXCITING AND SLIGHTLY SCARY

PULLS YOU OUT OF YOUR COMFORT ZONE



# BHAG EXAMPLES



“BUILD A COMPANY THAT IMPACTS 1 MILLION PEOPLE”

“ACHIEVE FINANCIAL FREEDOM BY AGE 45”

“WRITE 5 BOOKS THAT CHANGE PEOPLE’S LIVES”

NOT FOR DAILY TO-DO LISTS – FOR LONG-TERM  
DIRECTION



# BHAG VS REGULAR GOALS



REGULAR GOALS: REALISTIC, SHORT TO MEDIUM-TERM

BHAG: BIG, VISIONARY, AND DEEPLY MOTIVATING

BHAG GIVES YOU A NORTH STAR; SMALLER GOALS BECOME STEPPING STONES



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# *Combining Frameworks*



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# HOW THESE FRAMEWORKS WORK TOGETHER



USE BHAG FOR BIG LIFE DIRECTION

USE OKRS FOR 3–12 MONTH FOCUS AND MEASURABLE OUTCOMES

USE SMART/SMARTER FOR CLEAR INDIVIDUAL GOALS

USE WOOP TO HANDLE OBSTACLES AND STICK TO YOUR GOALS



# YOUR ACTION STEP



CHOOSE ONE IMPORTANT GOAL IN YOUR LIFE RIGHT NOW

TURN IT INTO:

- A SMART/SMARTER GOAL
- A WOOP PLAN

OPTIONAL: CONNECT IT TO A BIGGER OKR OR BHAG



**THANK YOU**