

Social Capital: Elevating Relationships and Results

Goal Setting

When it comes to building your social capital, it helps to have a goal. That goal can provide a strategic direction for you – it will help you decide which relationship-building activities will take priority. It also helps to know the “why” behind the goal, to link your goal to its potential impact.

Pre-Work:

This is an opportunity for you to brainstorm potential goals, plus why that goal is important for you and those you’re serving in your role.

You’re likely familiar with SMART goals – SMART elements provide context for making our goals more tangible and achievable. When goals are bit too broad, they’re challenging to accomplish or measure the impact.

For example, if my goal is to expand my social capital in my market area, it will be tough to know when I’ve accomplished it, or even what activities I might need to get there.

If I shift that goal to get more specific, that gives me a foundation to work from. For example, I may want to influence a certain piece of legislation, or to move certain relationships along the path from “first met” to the next phase. And knowing why it’s relevant – that’s the underpinning to support your everyday efforts in building the necessary relationships.

A goal is SMART when it is:

- **Specific:** Can you picture exactly what the goal looks like, like my example above?
- **Measurable:** In what ways can I monitor progress?
- **Attainable:** What strategies and tactics will help me achieve the goal?
- **Relevant:** What impact will this goal have – for me, for the organization, for my external constituents, the community, etc.? How can I tie this to key objectives? Can I get excited about this goal?
- **Time-bound:** Is this goal something that has a specific end date? Is it an extended or ongoing timeline?

To complete the pre-work:

1. **Start a brainstorm list of potential goals and why they matter.** They don’t have to be pretty or detailed at this point, it’s a starting place for you. Think about how they can tie to your ERP and State Farm’s goals, or to your market area.
2. **Test a couple of your brainstorm goals using the SMART framework.** How does your goal line up with the elements of the SMART framework? Are there any elements with a gap? During our session, you’ll determine one to work with, to help you apply the concepts and create your action plan.