

EmpowerHub

A New Heartfelt Way to Achieve Your Career and Life Goals.

by Madeleine Long, Founder, EmpowerHub

In the 4-day Empower Career Success program, I've recently introduced my new take on goal setting. It's a goal setting framework that replaces SMART goals with HEART goals.



One love, one heart, one destiny
Bob Marley

There are numerous goal setting models, with one of the most popular known as SMART (Specific, Measurable, Achievable, Relevant, Timebound). Another is the Agile-Lean-Life framework which focuses on lists and journey maps. I call these 'external' models. They have limited success.

Unless, we incorporate 'inner' aspiration and make the heart-mind connection to goals, we will continue to feel frustrated when goals aren't achieved. The HEART framework uses a combination of emotional connections (ie Heartfelt and Energising) with mind connections (ie Actionable, Reachable and Timed). It is this blend which makes goal setting both achievable and sustainable.



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Leadership IQ, a leadership training and research company, studied 4,182 workers from 397 organizations to see what kind of goal-setting processes actually help employees achieve great things. Their survey found that only 15% of employees strongly agree that their goals will help them achieve great things. And only 13% of employees strongly agree that their goals this year will help them maximize their full potential. The question about SMART goals, using a correlation analysis, had no meaningful correlation with achieving great things.

A colleague of mine, Anna is a high achieving, ambitious woman. She's at a cross-road in her career and needs help with goal setting.

Anna has previously followed the usual SMART approach to goal setting. She explained to me that it is a chore rather than a motivating exercise. Because of this, Anna had trouble sticking to her goals.

After I introduced Anna to the HEART goals setting model, she's found a new way to emotionally connect to her goals. She now consistently uses the HEART method and creates goals that excite her, are heart felt and connect her career to her life purpose. It's transformed her career and her life. She's now dedicated to achieving them as they give her life meaning.

To find out more about the
4-Day Empower Career Success Program by Apogee
please send us an email to:
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