

## ABSTRACT

*In today's extremely competitive world, it's important for every woman to set her goal so as to be able to build a good career and achieve personal growth. Women are fantastic at getting tons of things done quickly, but they often shy away from setting clear, specific and meaningful goals. The feminine approach to goal setting is more than just creating a "target" to hit. Every instance of professional and personal success is an example of perfect goal setting. Setting up of goals requires systematic analysis, planning and constant efforts to achieve the daily target. Setting goals for completing the schedule helps a woman to finish the assigned tasks and targets in a timely manner. If a woman is performing the way she is expected to, then goal setting will automatically increase the performance, output and productivity. The woman who works based on daily goals and objectives can definitely achieve better results as compared to others. They will have higher growth prospective. Nowadays women are suffering from stress, as they have to play various roles like wife, mother, career woman, daughter, and sibling. Stress can be avoided by setting goals and women can have a more calm and relaxed mind. Women need to organize all their duties both at work and at home in a very logical manner and complete them in a stipulated time. This is possible only by setting both short and long term goals.*

## INTRODUCTION

"The world stands aside to let anyone pass who knows where (s)he is going." - David Starr Jordan

Goal setting is important because goals can help to be doing, and experience everything one wants in life. Instead of just letting life happen, goals allow to *make* life happen. Successful and happy women have a vision of how their lives should be, and they set lots of goals (both short-term and long-range) to help them achieve their vision. By setting goals, a woman can control her life. It's like having a map to show where she wants to go. Consider two drivers, each sitting at the wheel of her car. One has a destination in mind (her goal) which is laid out for her on a map. She can drive straight there without any wasted time or wrong turns. The other driver has no goal, destination or map. She starts off at the same time from the same place as the first driver, but drives aimlessly around, never getting anywhere, just using up gas and oil. Winners in life set goals and follow through in pursuit of them. Winners decide what they want in life and get it by developing detailed plans. Unsuccessful people just let life happen by accident. Goals aren't difficult to set, and they aren't difficult to reach. It's up to the woman to find out what her values, vision and goals really are. A woman must decide what to pursue and in what direction to aim her life.

## GOAL

A dream is a commitment made in mind and a goal is a commitment made on paper. The mind is a goal-seeking mechanism, and it thrives on challenges. The brain has been programmed to set goals and then select appropriate information in order to achieve the end result. Goal setting is the easiest way to keep the mind aligned with what is needed. So setting goals in life can create things that are never imagined. Just plant a seed, thought, or goal and then feed it, water it, fertilize it, and pick the weeds - then be patient and watch what happens. With small steps, women can accomplish anything they set on mind.

## PROCESS OF SETTING GOALS

Step 1: Last thing at night and first thing in the morning; visualize what goals to manifest in life.

Step 2: Arrange the steps needed to get there. It all starts with an intention and a desire.

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Step 3: Visualize the process and end result.  
Step 4: Create positive affirmations, add passion and truth, and then take action.

### THE SIX P'S OF GOAL SETTING

Research tells us that when we write down a goal we are more likely to achieve it. Written goals can be reviewed regularly; hence they have more long-range power. They are harder to neglect or forget. Also, writing goals in the following fashion can stimulate the subconscious to be continuously alert to situations that will further those goals. Goals should be:

1. **Positive.** State goals in positive rather than negative terms. ("I am a neat and organized person," rather than "I am no longer disorganized.")
2. **Present Tense.** State goals as though they are being realized right now, or have already been attained. The subconscious mind only operates in the present. If you create goals in the future tense, your subconscious will never get there.
3. **Personal.** Goals must be about you, and under your control, not about someone else.
4. **Precise.** Write goals in a manner that clearly describes what you intend to accomplish.
5. **Possible.** Goals should be realistic. Achieving them must be within the realm of possibility.
6. **Powerful.** Use words that convey action and emotion.

### POINTS TO REMEMBER WHILE SETTING GOALS

1. Write the goals down or they are just dreams in head.
2. Make your goals as realistic and specific as possible.
3. Pick an end date.
4. Make sure that the goals are balanced and support each other.
5. Use the goal-setting timeline.
6. Constantly monitor and check the progress, so it can be created and adjusted.

7. Immediately set a new goal once the last goal is accomplished.

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Goals should be simple, but specific.

Once ultimate goal has been written down, intermediate goals should be kept in mind which helps in reaching the ultimate goal. Inside each one of those intermediate goals there are baby steps to follow in every aspect of the action, from physical skills to mental skills, conditioning skills, nutrition skills, in order to get you to that ultimate goal. Monitoring progress is a KEY FACTOR in reaching goals.

### BREAKDOWN OF GOAL SETTING TIMELINE

Immediate goals (0 to 90 days): These are things that need to happen right now. Short-range goals (three to six months): These are things that are going to require practice and constant vigilance in order to imprint a new behavior. Short-term goals (six months to one year): Where to be one year from now? Long-range goals (one to three years): Where to be in one to three years? Long-term goals (three to five years): How long to be in a field? Ultimate long-term goals (five-plus years): Lifelong aim.

### SECRETS OF SUCCESSFUL WOMEN

Goal setting is the secret behind every successful woman. Goals light up or make groan, but either way, if setting goals is not taken control of then one are letting things "just happen". Goal setting is a masculine activity, which is why women often approach creating goals unclear or in doubt as to how they'll achieve them. The feminine approach to goal setting is more than just creating a "target" to hit. It is understanding and working with the emotions *behind* the goal so as to create an emotional strength and resonance that will see through the moments when reaching the goal feels difficult. Women are fantastic at getting tons of things done quickly, but they often shy away from setting clear, specific and meaningful goals. So, the first steps are to get clear on 3 critical emotions: The Emotion of Integrity, The Emotion of Guilt, and The Emotion of Fear of Failing.

### IMPORTANCE OF GOAL SETTING

Setting goals is a powerful process that enables a woman to choose the life she wants to live. If life is far from the one envisioned, it is imperative to set goals, as it is needed to be clear on what is needed before change.

Women should not leave their outcome to chance; they should set their own path to ensure that everything they work towards is worthwhile. As a woman, setting goals will help to achieve what you could. There are many challenges women entrepreneurs face on a daily basis, many of them requiring immediate attention. To some, setting goals is equivalent to daydreaming: something nice to do but a waste of time. Taking the time to set goals might not be urgent, but it certainly is highly important. Research shows that even in cases of writing down the goals and not looking at them again for another year, chances of accomplishing them are 80% higher than those of not writing them down. Spend the time not only to formulate goals, but to also make a plan to ensure that it is reached. ***"The connotation of a man is not in what he attains but in what he longs to attain."*** - the final purpose or aim for which one moves on a particular track. Goals provide a sense of direction and purpose. A goal can become more specific through quantification or enumeration (should be measurable), or by defining certain tasks that need finishing. Goal setting involves establishing specific, quantifiable and time-targeted objectives. Goal setting features as a major component of personal development literature. Goals professed as pragmatic are more effective. Goal-setting is an effective tool for making advancement by ensuring that participants in a group with a common goal are undoubtedly aware of what is expected from them if an objective is to be achieved. In fact it is both a group and an individual process. On a personal level, setting goals is a process that allows an individual to specify and then work towards their own objectives.

### OBSTACLES BEHIND GOAL SETTING AMONG WOMEN

The biggest distraction for women is that they lack a clear sense of focus in their lives. Not having a goal or big enough dream to inspire them to take action and become fully immersed in their lives leads them to being distracted with less important things. Distractions will *always* exist in life because they are a normal part of life, and therefore they can only be minimized. The difference between someone who is not productive versus someone who *is* productive is that the latter person is productive despite their distractions because they have a crystal clear

idea of their life vision, dreams and the tasks that they need to focus on in order to make those dreams become a reality. Once focused on what truly matters, and when they have a sense of urgency about what to be achieved, then their distractions won't be such a problem. The main reason why most people fail to achieve their goals is because they don't know what they want or state their goals incorrectly or don't have a clear idea on how to achieve their dream goal or get constantly distracted by some other little unimportant daily tasks.

### REMEDIAL MEASURE

Smart goal setting helps to eliminate all of these obstacles and shows the shortest road to succeed in life. Smart goal setting is an extremely powerful tool that teaches: How to set Specific, Measurable, Attainable, Realistic and Time-bound goals. To be successful in goal setting, the goals that one has set for herself should be realistic and based on her capabilities, as well as selected and important external factors. Being too ambitious in setting up goals can make the goals unrealistic and difficult to achieve. However, setting goals that are too low might put off one's vision instead of achieve it. Setting goals is a very significant part of success and positive accomplishments. People who set goals literally create a map of their target achievements in life, marking where they should begin, where to pause, where to delve a bit, and where and when to stop. Knowing what is being done and what should be done to achieve targets or dreams in life is a key benefit of setting goals. Goal setting is not enough, as this should be accompanied by a positive outlook and self-discipline. A person may have a blueprint of where he wants to go, but if he does not have the necessary discipline to carry out the plan, then nothing will come out of it. The end results are influenced by the goals in the following ways.

- Alternative: goals constrict attention and direct efforts to goal-relevant activities, and away from professed undesirable and goal-irrelevant actions.
- Perseverance: An individual becomes more prone to work through setbacks if pursuing a goal.
- Endeavor: Goals can lead to more effort; for example, one may work more intensely than one would otherwise in order to reach the goal.

## CHALLENGING AND INSPIRING GOALS

A challenging goal will bring out the best performance. A challenging goal will demand an extension of our capabilities and beliefs. A challenging goal gives something to aspire for, as well as a strong focal point to aim our energy at. Challenges help to discover things about ourselves by setting out to achieve them; they enable us to rise to produce a superior performance. For a goal to really be effective, it is necessary that the outcome inspires in some way. The best goals leave us slightly nervous and excited at the prospect of achieving them. When the goal inspires us, it gives energy and purpose, which will help us drive towards success when obstacles appear. When the goal is very inspiring for others, the universe conspires to help.

## CONCLUSION

There exists a strong relationship between goals and performance or the expected outcome. Goal and performance are closely knitted as goals provide a person the direction to focus and work on improving one's performance. A goal is thereby of imperative significance because it facilitates an individual in focusing their labors in a specified direction. The performance depends upon another factor which is the commitment towards goals. People will perform better when they are committed to achieve certain goals. Goal commitment is dependent on the magnitude of the expected outcomes of goal attainment and one's worth – one's belief that they are able to achieve the goals. Assurance to others – promises or engagements to others can strongly improve commitment. Therefore, setting goals is the first step towards achievement. Goal setting is essential for women in achieving success, increasing output and performance, increasing growth prospective, in time utilization and management and in reducing stress levels.

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## GENDER SENSITIVITY...

## CONCLUSION

Despite all legislations and policy commitments and planning, women remain a vulnerable group. If we are to translate the policy commitment of women's empowerment onto a reality we have to go in for a more broad based approach that addresses planning, adequate resource allocation, programme design and formulation targeted intervention and implementation based upon the requirement of women residing at the field level with thin participation. Gender sensitivity has to be a guiding force in all these activities to maximize outreach of public expenditure and benefits for women.

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