Setting goals helps us stay focused and motivated. At some point you each set the goal of attending graduate school – and then completed many small goals along the way to make the goal a reality. You’ll want to do the same for your long-term career goals: identify the larger long-term goal and set smaller goals to complete along the way. Two important things to know:

1. Goals are not static so reevaluate your goals often and adjust them as necessary.
2. Sharing and discussing your goals with others often proves useful (e.g. useful insights, potential leads, helpful resources, thoughtful questioning).

**SMART Goals**

- **Specific**: Your goal should be clear and specific, to help you focus on what’s important.
- **Measurable**: Your goal should be measurable so you can track progress and stay motivated.
- **Achievable**: Your goal needs to be realistic and attainable to be successful.
- **Relevant**: Your goal should matter to you and align with your other goals.
- **Time bound**: Your goal needs a completion date to help you focus and make progress.

**Small Goals Lead to Big Goals**

You should set both large and small goals for yourself. The small goals you set should be goals that ultimately help you achieve your large long-term career goals. Example small goals you could set for yourself, depending on your timeline, might include:

- Conducting research to understand one’s chosen field
- Gaining relevant experience (internship, co-op, courses, trainings)
- Building online professional profiles (Handshake, LinkedIn)
- Networking with professionals in one’s field (at conferences, via LinkedIn)
- Conducting informational interviews with professionals in one’s field

Each of these smaller goals could help you more easily obtain your long-term career goals.

**Set Your Goal**

Now it’s your turn! Use SMART goals to create your large long-term career goal, and smaller goals that will help you along the way.