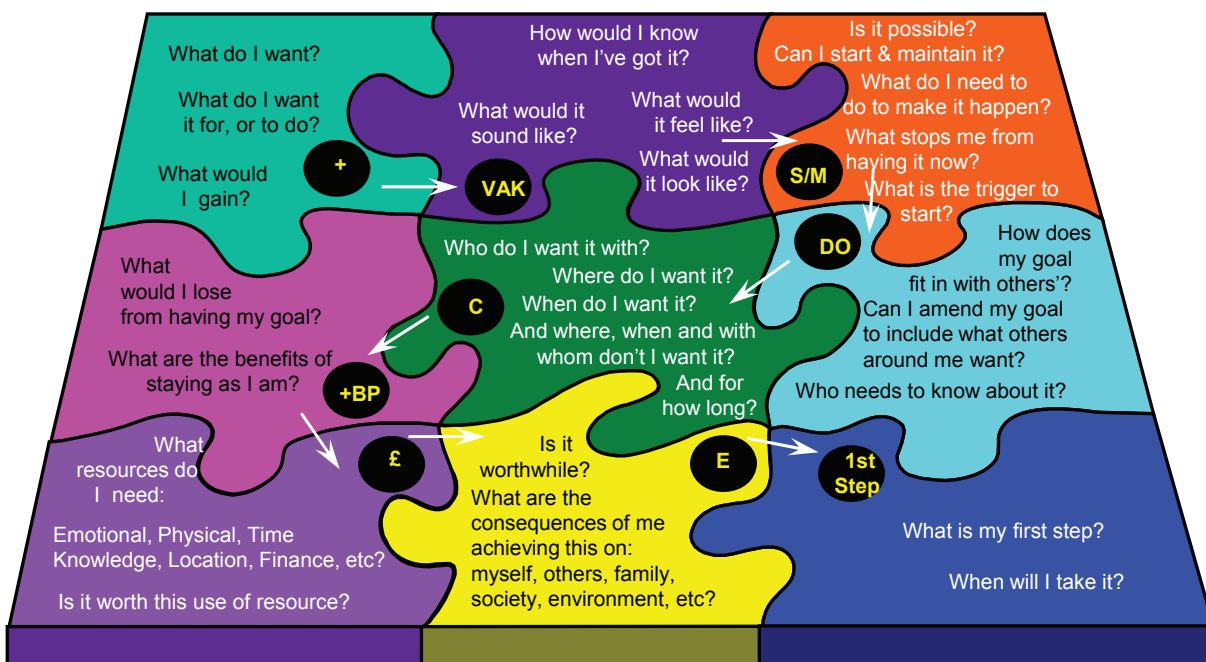


**“I’ve already set some goals why do I need to do a Well Formed Outcome (WFO)?”**

If you’re already easily achieving your goals you don’t need to do a WFO. Where this process comes into its own is when you’re not achieving your goal. It helps you understand what’s stopping you moving towards its achievement. It might be that you need more resources or motivation before you can achieve the goal. Alternatively, perhaps you hadn’t realised it conflicts with significant others in your life. Whatever the reasons, they will be uncovered whilst applying this process.

The WFO has 9 steps as shown below and is as much about the words you use to describe your goal. We’ve used a goal of finding a new job as an example throughout this guide.



**+** **What do you want?**  
 Consider what you want and state this in the positive (+). For example, don’t just set a goal that you ‘don’t want to work where you do currently’. Instead, set a goal ‘to work somewhere new’. Check do YOU really WANT a new job? Sometimes we say we want something because it’s what we think we should want rather than what we really want. What’s important to you about doing this – that is why do you want it? What motivation is there for you to do this?

**VAK** **How would you know when you've got it?**  
 Describe, as if it's happening now, what its like to have achieved this goal. Use all your senses to describe it: sight (Visual), hearing (Auditory), feelings (Kinaesthetic), taste & smell. Really go to town on describing the goal. What would you be: seeing, doing, saying, hearing others say etc. Perhaps even write a letter to someone telling them what it's like or write your diary entry for that day? Do what ever works for you to bring the dream into life. Other ways of bringing this alive include drawing a picture, collages, or even making an album of tracks.

**S/M** **Can you start and maintain it?**  
 Is the goal something that YOU can make happen. If it's conditional on other people then consider in what way you can redefine your goal to something YOU can achieve. For example setting a goal of ‘wanting to be Procurement Director with company X ‘ is conditional on company X. Instead you could set a goal of ‘wanting a Procurement role with more responsibility or higher salary’? Alternatively, if you really want to work with company X you could set a goal to ‘make yourself more attractive to company X’. Also consider what is stopping you from having it now and what’s the trigger to start?

**DO** How does your goal need to dovetail with others in your life?

If you have a family it might not be helpful to find a new procurement role if it means being away from home all week and working all weekend. So it's important to consider how your goal may need to be worded to ensure it includes others in your life. In this instance for example you may amend your goal to reflect the job being local or taking you away from home only x nights a week. Ensure you consider who needs to know about it too?

**C** In what context do you want it?

When, where and with whom do you want it. Sometimes the answer to this is now, everywhere and with everyone. Other times it won't be - as with all these questions sometimes they won't apply and sometimes they'll really make all the difference. So you may want the new job only once the current sourcing project you're working on has finished or once the kids go to university or you finish your MBA. If so, then ensure you include the timing in the goal. It might help explain why the goal has not been achieved yet and take some of the pressure off.

**+BP** What are the benefits of staying as you are?

We can't emphasise enough the relevance of this question. This is often the reason why someone hasn't taken the necessary actions to achieve a goal. What do you think you'll lose (that you value) as a result of moving away from where you are now? What are the positive by-products (+BP) of the current situation and more importantly how can these be incorporated into your goal? For example if you value and make full use of flexible working and great health care benefits you may want to ensure you include these in your goal. It might explain your reluctance to find a new job if you think you'll lose all that as a consequence of achieving your goal.

**£** What resources do you need?

What emotional, physical, financial, time, knowledge, support and other resources do you need to make the goal a reality? Is achieving the goal worth this use of resources? Are they available to you now? What actions do you need to take to get the necessary resources? This might mean the first goal is about obtaining the resources such as studying for a qualification.

**E** Is it worthwhile?

What are the consequences on you, your family, others, society and the environment of you achieving this goal? Is your goal ecological (E) for you and those in your life? In other words why is it worthwhile? Could you change your goal to make it more worthwhile?

**1<sup>st</sup> step** What is your first step?

Commitment comes from taking the first step not talking about it. What will you do first and when will you do it - preferably in the next 24 hours.

You may find that having undertaken the process that you have goals to achieve in advance of the original goal. Using this process for these goals will be useful too.

Undertaking the Well Formed Outcome process will ensure that your revised goal is something that you are motivated to take action towards and is something worth achieving. We look forward to hearing how you get on with using the process.