INSTRUCTIONAL STRATEGIES



HARD goals

HARD goals work on the premise that people need a challenge and that setting lofty goals pushes us out of our comfort zone to achieve more than we would otherwise.

LEARN.K20CENTER.OU.EDU/STRATEGIES

HARD GOALS

Summary

HARD stands for Heartfelt, Animated, Required, and Difficult. Goals in this framework should be vivid and BIG and might even seem unachievable. The point of a HARD goal isn't to guarantee success but to engage imagination and ambition. For this reason, a HARD goal is more suited for ongoing coaching conversations than for strategic planning. Use the following standards in order to construct a HARD goal:

Procedure

1. **Heartfelt**: How is your goal personally meaningful? How does it connect to your passions and values? List the reasons why you must achieve this goal.
2. **Animated**: What will it look like when you achieve your goal? Where do you see yourself? Picture it vividly! (This is where it would make sense to include how you will measure your progress/success.)
3. **Required**: The goal should address an important challenge or pressing need. It shouldn't feel optional but rather be the most essential next step for progress or success.
4. **Difficult**: Your goal should excite and scare you just a little. It should be something just beyond your current capabilities but still attainable with hard work. (This is a good place to set a deadline for your goal; sometimes, the hard part is the timeframe.)

Murphy, M. (2017, June 11). Hard goals, not smart goals, are the key to career development. Forbes. https://www.forbes.com/sites/markmurphy/2017/06/11/hard-goals-not-smart-goals-are-the-key-to-career-development/