


Professional / Personal Growth

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Objective

The purpose of this presentation is to provide some guidance to anyone beginning their journey in life / work / parenting or wishing to set an achievable goal.

Having over 30 years of experience of being an adult myself and owning a business, I want to explain some important tools and provide references that can hopefully improve your chances of success in goal settings and their achievements on a personal or professional level.

The 80/20 Rule (Pareto). What is it?

It's a mind set allowing you to **achieve more results** while using **less energy**:

1. When you are working on a task, ask yourself :
 - a. Am I doing or spending too much energy on this? What will be the benefit(s)? Does it qualify to the 80/20 rule?
 - b. Is the task that I'm about to start something that will bring me closer to my goal/achievement?
2. Go to next slide: Write down your goals

You want to achieve 80 percent of the outcome (money, success, quantity, customers, etc.) with 20 percent effort(s) (expense, time spent, etc.)

While you are working on your goals:

- Focus on what's important
- Prioritize
- **Don't** let distractions take over your time.
- As you are executing your tasks, think about what's written on the left side.

Goal Setting Prerequisites

What is it that you want to achieve?

- Whether it is a personal or a business goal, the process is identical.
- Make sure to define exactly what it is you want to achieve. Here are some examples:
 - I want to become a pilot
 - I want to buy a house
- Make sure the goal is achievable: wanting to become a dancer if you are in a wheelchair might not make sense.
- Set a reasonable date for your goal. You may need to adjust it later but that's okay.

Prerequisites:

1. Before writing down tasks to achieve your goal(s), you need to know yourself better.
 - a. Fill out a **SWOT analysis**: this will help identify your strengths and weaknesses. It is an important part of the process see examples in the next slides. A template is provided at the end of this document.
 - b. Take a **personality test**: there are plenty of them available online, a link is available in the references page. It will help you determine what category of person you are. It's important to know.
 - c. **Identify your fears** (may be found in your SWOT analysis). What is stopping you from moving forward?

SMART Goal

A goal needs to be SMART:

- **Specific:** I want to be rich is not a goal. It is too vague. “I want to make 150k per year” is specific.
- **Measurable:** the goal above can be measure over time in the year. By mid-year, you will know if you’re getting closer to achieving it or not.
- **Achievable:** common sense applies here, if you don’t have a job and lack qualifications, maybe you need to set an alternative goal first. For example, go back to school or learn a trade and get back to it later.
- **Realistic:** somewhat of a gage between the possible and impossible.. Again, common sense applies, your goal should usually align with your strengths.
- **Time framed:** set clear a time frame to achieve your goal. Six months, one year, two years, etc. You can reset the achievement timeline eventually but try to estimate how long it will take to reach your goal.

SWOT Analysis

The purpose of the SWOT analysis is to draw a picture of your:

- **Strengths:** write down what you are good at
- **Weaknesses:** write down difficulties
- **Opportunities:** what are opportunities that can help you get ahead or closer to your goal?
- **Threats:** what are threats that can prevent you from achieving your goal (usually competition but could be something else)?

This will help you **focus on your strengths**, you may also want to improve your weaknesses. Also, writing down opportunities **provides clarity on some possibilities** you might not have considered.

Knowing your threats could potentially transform your goal setting or literally cancel it.

SWOT Analysis Example (I want to be a pilot)

STRENGTHS	WEAKNESSES
<ol style="list-style-type: none">1. Motivated2. Available and reliable3. Energetic4. Perfectly bilingual5. Organized6. Proficiency in _____7. etc.	<ol style="list-style-type: none">1. Forgetful2. Lack of punctuality3. Limited knowledge of finance, politics, geography and history4. Doesn't keep informed of current events (news)5. No university degree6. Lack of legal and financial knowledge7. Wearing glasses8. No pilot license
OPPORTUNITIES	THREATS
<ol style="list-style-type: none">1. Air Canada needs pilots2. The government is offering grants to students enrolling in the pilot program (ex)3. I know pilots that work at the airport for different airlines.	<ol style="list-style-type: none">1. Many people are enrolling in the program2. It takes approx. 3 years of co-piloting before becoming a pilot3. Starting salary of a co-pilot is 65k / year

Identifying your Fears

When you think about your goal, what is preventing you from working on it?

1. Are you finding excuses?
2. Do you or your team think you are incapable of achieving it?
3. Are you being discouraged by anyone around you to proceed?
4. Is there too much competition that will prevent you from stand out?
5. Is your goal too hard to achieve (review SMART goal page)?

Define the cost of inaction :

For example, if I don't do anything for 6 months, 1 year, or 2 years, will it have an (emotional, physical or financial) impact?

What are the benefits of starting to work on the achievement now (vs inaction)?

Make a List of Milestones and Timelines

Similarly to project management, you should to write down a list of milestones. For example, to become a pilot, we need to achieve the following:

1. Due diligence - do some research (Google) making sure there are no surprises.
2. Decide which program I want to enroll in
 - a. 3rd class (small private aircraft)
 - b. 2nd class (commercial)
 - c. 1st class (airline)
3. Register to flight school and review requirements (medical exams, education level, etc.)
4. Determine how much time and dedication is needed for the program/task(s)
5. Obtain certification and start logging hours. Private (40h), Commercial (250h), Airline (1,500h)
6. Goal achieved!

Due diligence and program selection

Commercial Flight School attendance

Congratulations! You have achieved your goal!



2 days

1 month

2 years

1-5 years

Well Done!

Flight school registration (30k - 50k), Medical exam, requirements review.

Pilot license received, find a job and start logging flight hours to achieve goal (private vs commercial vs airline).

Wrapping Up

If you're still reading this document, thank you for your attention! Be reasonable, set SMART Goal(s), know yourself, take your time and tweak your plan along its execution.

Using the tools, such as the SWOT analysis and writing a personality test, will help you determine if the goal you have set for yourself (or your team) aligns with your strengths and personality.

I hope you will be able to retain some of the information provided in this document. I don't pretend to know much of anything but based on my own personal and business experience, I have used these tools from time to time to make sure I am going in the right direction. It has been helpful to me and I expect it will be for you as well.

SWOT Analysis Template

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

References

Personality Test Suggestion: answer questions honestly and take your time. If you don't know the answer, choose "uncertain":

<https://www.humanmetrics.com/personality/test> (english)

<https://www.idrlabs.com/fr/test.php> (multilingual)

80/20 Rule: <https://www.tonyrobbins.com/productivity-performance/pareto-principle/>

SMART Goals: <https://www.tonyrobbins.com/career-business/the-6-steps-to-a-smart-goal/>

SWOT Analysis:

<https://www.bdc.ca/en/articles-tools/business-strategy-planning/define-strategy/swot-analysis-easy-to-ol-strategic-planning>

<https://www.linkedin.com/pulse/perform-swot-analysis-improve-your-teams-performance-mark-lenthall>

<https://www.mindtools.com/aaiakpy/personal-swot-analysis>