

# Astara Coaching



## *Welcome*

Welcome to our third edition of our newsletter and Happy New Year to you!

The New Year is a time when people think about their resolutions for the year and so it is fitting that we are focusing on goal setting and change management in this edition.

In our article on successful goal setting you can learn the steps to help you clearly define your goals and more importantly, how to achieve them. Of course, when introducing change, particularly at work it is also important to consider the impact on both yourself and others – and so our article on change management is important to consider if you are looking at introducing change in the near future.

Finally, Congratulations to Cherry Harris, Practice Manager of North Curry Health Centre who is the winner of our competition to win a coaching session and learning styles report. We are very much looking forward to working with you!

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## Steps for Successful Goal Setting and Achievement

Having clear goals is a powerful and important step for accomplishment. Whether our aspirations in life are personal resolutions, achievement at work or business planning, the importance of setting these aspirations as goals cannot be underestimated.

Goal setting helps us have a clear vision of our priorities – and well defined goals helps us to understand exactly what needs to be done to achieve them and thus motivates us and sets us on the path to success.

Therefore, this article takes you through the process of setting your goals right through to achievement.

*“The important thing in life is to have a great aim, and the determination to attain it.”*

*(Goethe)*

### Are you **STRETCHED**

#### to the limit????

Join us on our popular ‘**Stress management and increasing resilience**’ course to learn ways to identify your causes of stress, how to develop great solutions and how to increase your resilience so you feel able to deal with stress head on!

So join us and get back on top of your game by contacting us at [info@astara-coaching.co.uk](mailto:info@astara-coaching.co.uk)

#### **DATES AND VENUES**

18<sup>th</sup> March 9.30-12.30 at Chudleigh Town Hall (TQ13 0HL)

#### **COST:**

£49 per delegate

Alternatively if you have sufficient numbers, we also offer in-house training. Please contact [Yvonne@astara-coaching.co.uk](mailto:Yvonne@astara-coaching.co.uk) for more information!

### **Step One: Set a clearly defined Goal Statement**

Setting a statement of purpose or goal is the first step to success. The goal should be as well defined as possible, so a goal “to earn more money” may be what you want to achieve but will not support you very well in getting there. Therefore, goals should be Specific, Measureable, Achievable, Relevant and Timebound (SMART). This will support you in knowing exactly what you are striving to achieve, it will also be defined well enough so you know when you have achieved it. Ensure it is achievable (within the reach of your own capabilities, financial resources and external factors) and relevant (to either your own values or to organizational vision).

Therefore, a better goal might be, “To increase sales turnover by 15% in 2014/15 financial year by upselling new product lines to current customers.” Here you have clearly set out a measureable goal, you have a clear timescale in which that needs to be achieved and an indication of how this is to be done.

### **Step Two: Break Your Goal down into Manageable Steps**

Having a clearly defined goal is fantastic but sometimes they seem so big it’s difficult to know where to start – so what happens? Nothing – it seems easier not to start! However, if the goal is broken down into manageable chunks, it suddenly feels a lot more achievable – and it is! If we take the example above, the sales turnover can easily be broken down into monthly targets or (continued on next page)



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## Successful Change Management

So often I meet with individuals who are feeling alarmed by organizational change. Are they individuals who are adverse to change? Usually not, however they are usually feeling alarmed at how the whole change is being implemented and managed by the organization. The common issues are staff not feeling engaged with over the change, staff feeling alienated and insecure that they may be adversely affected; and concern that management haven't thought through issues at ground level.

So if you are to make changes in your organization, how can you do this most effectively?

### Engage Early

Employees generally want to know if there is upcoming change which may affect them and there is evidence that projects are more successful when employees are ready for, and actively engaged in the change. Hearing about change on the grapevine is only going to cause resistance – so engage early!

### Focus on the Individual

During organizational change, it is important to note that the organization does not change on its own – it changes as a result of individuals adapting and changing. Ensuring that the organization is clear about what individual changes are required such as skills, knowledge, beliefs, and tasks to be undertaken, is really important to drive change forward. Once this is applied to all of the individuals in the organization, real change happens.

### Apply Structure

Applying a structured methodology to change management is essential. Having a clear plan and structure ensures that no step is left out from the 'preparing for change' phase, to implementation and reinforcement. The structure should include plans for engagement, communications as well as the practical elements of delivery.

By having a clear plan you will be more effective as you can easily monitor your progress. Furthermore, if your plan is shared with employees it also acts to engage staff: allowing staff to see how changes can be implemented at ground level; allowing staff to contribute to changes and voice concerns. This will mean that employees are likely to see the change as credible.

### Recognise that Emotion is Normal

No matter how engaging you are in your change management process, it is normal for employees to experience a range of emotions. Grief for what is lost is completely normal and it will take time for individuals to feel ready for change, let alone feel enthused about it. However, once the individual feels a personal connection with the change, then they will positively contribute and help to make the change a success.