Defining Purpose, Goals, and Objectives

How to best define your personal purpose and goals to achieve maximum satisfaction

Let's look at the Big Picture…

What makes a successful engineer?

University mission
Engr. curriculum design
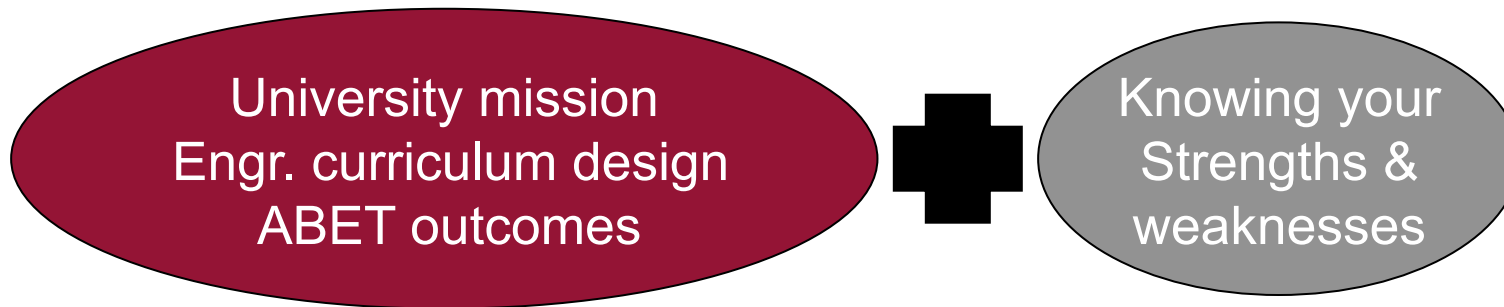ABET outcomes

Knowing your
Strengths &
weaknesses

How does an engineer sustain a successful career?

PURPOSE
Goals
Objectives

Your Career!

Personalizing your career path is key for success

What makes a successful engineer?

University mission
Engr. curriculum design
ABET outcomes

Knowing your
Strengths &
weaknesses

In an era of economic globalization, how does an engineer sustain a successful career?

Career as a professional engineer must align with your bigger life purpose

TODAY:
What is your purpose?

How have you fulfilled this purpose in the past?

The 21st century workplace offers new career challenges!

Identify the type of student and/or professional you want to be!

Recognize the 21st Century workplace is different – it is rapidly changing, global, chaotic, and competitive

It is important that you locate your internal purpose… set the stage for intentionality

The first step is to identify the type of student you want to be

Ask yourself…

Do you relate to this student?

Do you want to be this student?

Bored?

The first step is to identify the type of student you want to be

Ask yourself…

Do you relate to this student?

Do you want to be this student?

Enthusiastic?

The first step is to identify the type of student you want to be

Ask yourself…

Do you relate to this student?

Do you want to be this student?

Organized?

The first step is to identify the type of student you want to be

Ask yourself…

Do you relate to this student?

Do you want to be this student?

Uncertain?

The first step is to identify the type of student you want to be

Ask yourself…

Do you relate to this student?

Do you want to be this student?

Confident?

Now, identify the type of professional you want to be

Confused

Challenged

Fulfilled

Organized

Bored

Apathetic

Enthusiastic

Passionate

Discouraged

Disorganized

Confident
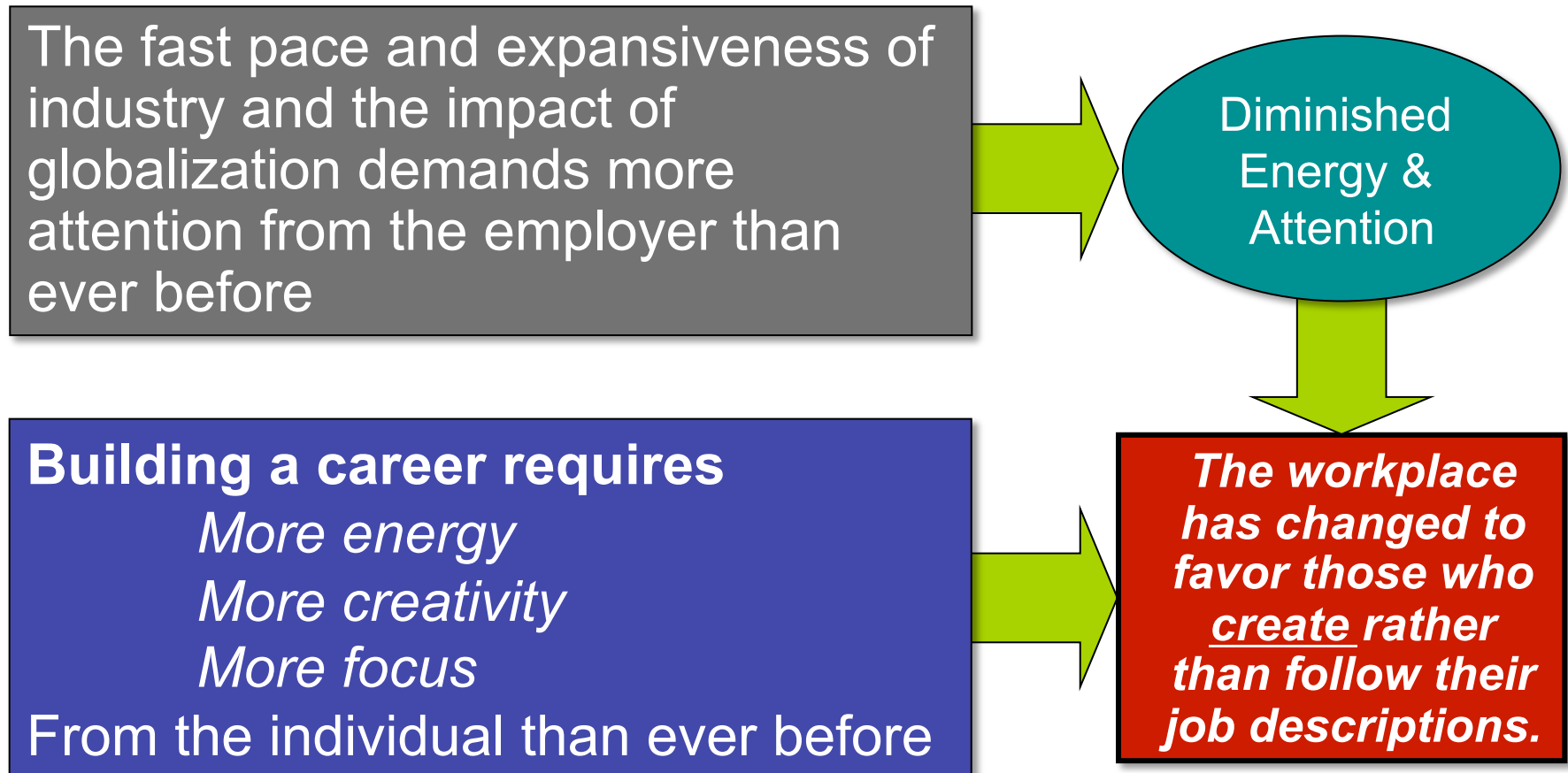
Articulate

Overwhelmed

Uncertain

Identify: Short Activity
Pick adjectives that most describes what kind of student you are now and others that most describes the professional that you want to be

Confused
Challenged
Fulfilled
Organized
Bored
Apathetic
Enthusiastic
Discouraged
Passionate
Confident
Disorganized
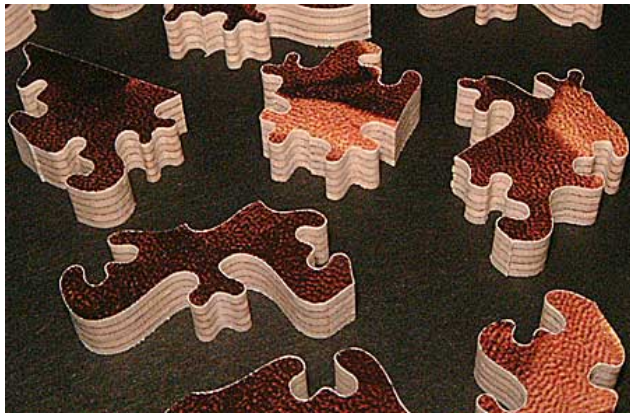Articulate
Overwhelmed
Uncertain

The 21st Century Workplace
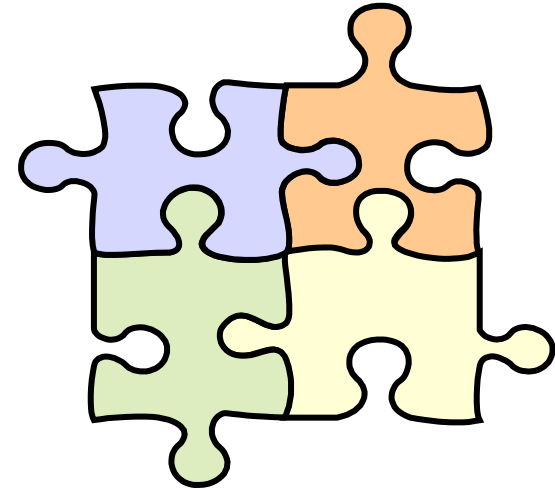## *How is it different?*

What's the Bottom Line?

The fast pace and expansiveness of industry and the impact of globalization demands more attention from the employer than ever before

→ Diminished Energy & Attention

Building a career requires
More energy
More creativity
More focus
From the individual than ever before

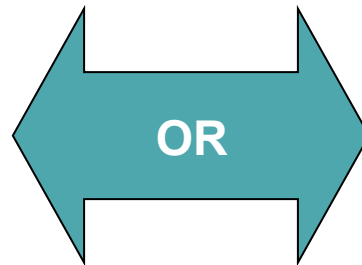→ *The workplace has changed to favor those who <u>create</u> rather than follow their job descriptions.*

Connecting the Pieces
At the end of the day, what do you want?

Disconnected Pieces

Depletion:

Emptiness

?

Connected Pieces

Energy:

Fulfillment
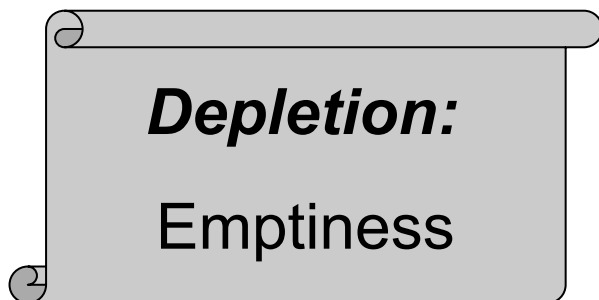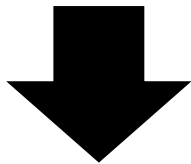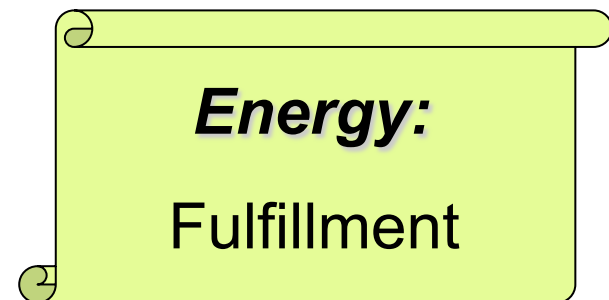
Connecting the Pieces:
What is your purpose?

Requires no training to define, only some self-awareness

What is it that you do that makes you feel most fulfilled?

Relate this feeling to a single purpose:

Leading people

Building/Crafting tangible things

Nurturing souls

Troubleshooting logical, tangible problems

Connecting the thread

Purpose is
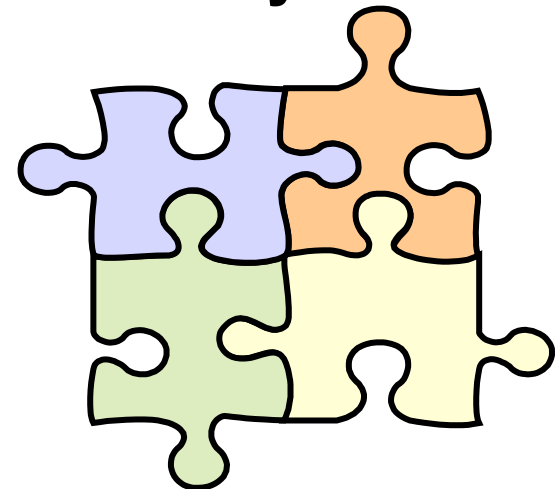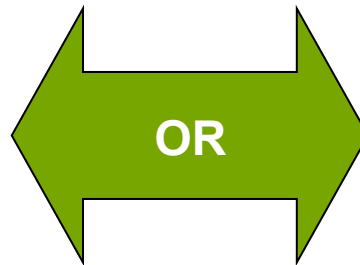**DECONTEXTUALIZED**:
it is consistent whether
you are a student or
professional.

Connecting the Pieces:
Linking goals to purpose

Linking Goals to Purpose where Goals are:

- Synchronized with purpose
- Potentially temporary
- Constant while in the midst of accomplishing objectives

Connecting objectives to goals with Intentionality

OR

Details behind the goals = steps along the way

Connecting the Pieces
Example: Wanda Watt, the MS Student

Who is she?

- Makes powerful contributions to labs
- Often performs poorly on exams
- Dreads getting stuck outside of an R&D job because of poor grades

Before

Goal 1: Earn the best grades possible

Goal 2: Get the best job possible

After

Purpose: Build tangible and useful technology

Goal: Remain in hands-on engineering for duration of career

Connecting the Pieces
Example: Roger Resistance, the PhD Student

Who is he?

- Assists advisor in writing large portions of proposals

- Resists implementing designs in the micro-fabrication laboratory

- Simulates designs, but is reluctant to complete full characterization

- Helps other students organize and write papers

Before
Goal: Learn more about design

After
Purpose: Lead the Big Picture
Goal: Pursue project management in industry

Example: Christina Capacitance, the undergraduate student

Who is she?

- Pursued the best grades possible
- Actively participated in three major service activities
- Held significant offices in two campus organizations
- Felt rushed, stressed, chaotic even during social events

She did not:

- Spend time being quiet and introspective
- Feel relaxed in her few social activities
- Pay attention to potential burn out
- Meet her basic needs for emotional sustenance

Before

Goal 1: Earn the best grades possible

Goal 2: Get the best job possible

After

Purpose: to create and share basic knowledge with others

Goal: pursue a career in academia

Alternative goal: pursue a career in industry with a teaching component

In class activity… *Think and Share*

On a 3x5 note card...

1. Define multiple potential purposes.

2. Identify goals that suit these purposes.

3. Share with your neighbor.

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                    ┌──────────────┐
                    │   Purpose    │
                    └──────┬───────┘
          ┌────────────────┴────────────────┐
      ╭────────╮                         ╭────────╮
      │ Goal 1 │                         │ Goal 2 │
      ╰───┬────╯                         ╰───┬────╯
    ┌─────┴─────┐                      ┌──────┴──────┐
┌────────┐ ┌────────┐            ┌──────────┐ ┌──────────┐
│Objective│ │Objective│           │Objective │ │Objective │
│  Set 1  │ │  Set 2  │           │  Set 1   │ │  Set 2   │
└────┬────┘ └─────────┘           └──────────┘ └──────────┘
  ┌──────────┐
  │ Objective│
  │  Set 3   │
  └──────────┘
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