

7 Tips for Goal Setting & Effective Time Management - COVID-19 Coping Strategies



Serendipity – When Student is Ready, the Teacher Appears

Things often happen for a reason, when they're meant to happen. You will often cross the path of someone who was there, in the right place, at the right time, to help you.

There are so many free resources and colleagues offering free services right now, that it is possible to work on your own learning and CPD with plenty of support from tutors.

1. _____
2. _____
3. _____

Carpe Diem

Seize the Day

It is easy to procrastinate, and then think that we could have been doing a project for six weeks if we had started six weeks before. It's never too late to start, so seize the day, and start whatever it is you need to do today. Remember, small steps in the right direction, so even a blog has to start with the first word on paper before going live. Which three tasks and projects are you going to start today? Writing your book, writing a new blog, sharing your skills somehow?

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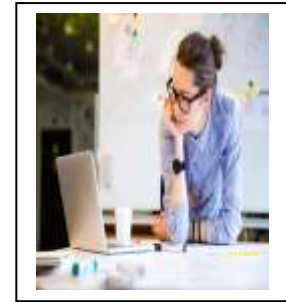


SMART Goals – What Are Your Objectives?

These need to be Specific, Measurable, Attainable, Relevant and Time-Based. So, for example, you want to write that book? Take 3 of these objectives and use this as a basis for starting to write your Business and Marketing Plan. Be realistic, writing a book won't happen overnight, so work on your small, manageable steps towards your goals.

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AIDA – Attention, Interest, Desire, Action Write down how you are going to get the attention of future, potential clients. How are you going to connect with them to get them interested in your product or services? Which of your USPs means that they will select you, first and foremost? What makes you stand out from the crowd? How will potential customers take action to buy your product or services? Long-term relationships, trust, likeability, together with your skills and knowledge, play a key role in their decision-making processes.



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SWOT Analysis What do you do best? Focussing on your strengths, write down your 3 best personality traits and work experience, for example, baker, beautician, trainer with strong self-discipline. How can you also improve other skills, and which ones, particularly, your digital marketing skills – blogs, LI, Twitter, business fb page, Instagram, webinar, e-newsletter etc?

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Critical Path Analysis & Events Management - To reach your destination: 1. set yourself a deadline in the future; 2. allow 1-2 weeks for any last minute finetuning; and 3. work backwards to today. If holding a webinar, note what needs to happen each week so that the next activity can take place. Carry out a trial run of the event shortly beforehand to ensure success on the day. It does not have to 100% perfect first time, as long as seen and heard! Just try it!

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Circadian Rhythms & Never Do Same Activity Twice

Simply put, work at your most productive times and use your energy in the best way possible, apply the Three Things Rule to most effectively use your time without feeling overwhelmed.

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