

GOAL

SETTING

TOOLKIT

Fresh Arts nurtures a local ecosystem designed to position artists and creative entrepreneurs for success. Our programs help advance the careers of local artists and creative entrepreneurs by complementing their artistic practices through carefully cultivated communities that facilitate shared resources, knowledge, experiences, and audiences. We achieve this through resource sharing, skill-building initiatives and through our artist-centered community programs.

Fresh Arts Resource Toolkits and **Artist Resource Library** are a part of an initiative to provide on-demand access to artist business resources on topics such as marketing, finances, fundraising, legal issues, self-care, and other artist business essentials. Resource Toolkits provide how-to information plus tips and advice from the lens of local artists. Fresh Arts Resource Toolkits are written with the help of local artists, creative leaders, and subject matter experts and made possible with generous support from Houston Endowment and the National Endowment for the Arts.

Learn more about the author, Fresh Arts programs, and more local resources you can tap into on the last page of this toolkit.

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**This Artist Statement and Bio Toolkit was written by Eepi Chaad.
Design by Melissa Perez.**



SPEAK IT INTO EXISTENCE

Goal Setting Strategies for Creatives

TOOLKIT INFO

Let's talk about the magic of actualizing through visioning and smart goal setting. This toolkit will invite participants to picture their own version of personal, professional, and artistic success. Artists may use this as a practical guide for tracking, and actively pursuing their goals.

ACTUALIZING YOUR VISION



Tell Someone | Tell Everyone | Yell it off a Mountaintop

THE MAGIC OF PUTTING WORDS IN THE AIR

There is something really special about whispering your truths into the air. It is like they materialize in the ether and begin to move through the world and gain momentum.

Speaking your vision can help you to hold yourself accountable for the steps needed to reach your goals. Writing goals down allows you to track your progress.

Use this toolkit to develop your vision of success and then create a plan to reach those goals.

CREATIVES ARE VISIONARIES

It's true. We are idea people. Our minds go a mile a minute.

The reality for many of us is that sometimes the path from vision to reality can seem a bit daunting...or totally terrifying!

What makes a successful big project? Without a doubt, it is always the combination of many smaller projects. The key to any big endeavor is to break it down into manageable steps and create an action plan.

STEPS

1. KNOW YOURSELF
2. KNOW WHERE YOU ARE HEADED
3. PLAN HOW TO GET THERE

A VISION OF YOU

Who Are You and What do You Want?

DESCRIBE YOURSELF IN 10 TERMS.

What is your identity? Are you an artist? An entrepreneur? A parent? Are you an avid gardener? Maybe you are a donut connoisseur. All are valid, but stick to the most important Identifiers that make you who you are.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

What Are Your Values?

LIST 10 VALUES THAT ARE IMPORTANT TO YOU.

Think about the principles guide you through your life journey. What makes you stand tall? Are you dependable? Honest? Efficient?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

A VISION OF YOU CONTINUED



SO, HOW DO YOU BEGIN TO SET GOALS FOR YOURSELF? IT TAKES VISION!

Take a moment. Slow down. Think about what makes you happy. What does success look like for you? Create a list of markers of Success in your life.

These markers can be personal, such as having a family or living a healthy lifestyle. Your markers may have to do with your career, such as your dream job or opening your own business. Think about places you may want to visit or experience you want to have in life, like skydiving.

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Feeling stuck? Use the Vision Board Exercise on the next page.

WHERE ARE YOU HEADED?

You have explored who you are and what you want. Now, let's look at how to achieve your personal vision of success. We all talk about setting goals, but why is it important?

Think about your life as a journey. The best way to reach your destination without a road map and plan?

SETTING GOALS:

- Helps trigger new behaviors
- Helps guide your focus
- Helps you sustain that momentum in life
- Helps align your focus
- Promotes a sense of self-mastery

MY VISION BOARD

Lifestyle

Career

Finances

Relationships

Fun & Adventure

Health & Self-care

New Skills

*Spirituality &
Community*

WHERE ARE YOU HEADED CONTINUED

Here is a secret. If you set goals, real SMART goals, all it takes is a little hard work and you will be shocked at how those goals can become reality! We have all heard the phrase “work smarter, not harder”. Setting smart goals allows you to create plans that are realistic and attainable.

Let’s face it. We all like success. There is nothing more gratifying than setting a goal and then achieving that goal. Feels like winning!

So, what does it mean to set a **SMART** goal? It means to set goals that are:



GOAL SETTING TIME!



**YOU KNOW WHO YOU ARE.
YOU KNOW WHAT YOU WANT.**

Now let's create some SMART goals and write them down!

The following worksheets will allow you to work strategically from a long term goal backwards to the component goals that are required to build up to your big picture of success.

- Start with your **five year vision** of success.
- Create an **action plan** for this big goal.
- Next move on to **2 three year goals** that are relevant to your five year plan. Consider these process goals. They are important on their own but are also part of a bigger picture.
- From there create **2 one year goals** that are reasonable and fit within your 5 year vision. You can create as many goals for each step of your timeline as needed, but remember to **be realistic**.
- Put dates on each of these worksheets.

Come back in one year and gauge your progress. What have you achieved? Has your direction changed. It is important to be flexible with goal setting. Life happens and change is really OK! Revise unmet goals and create new ones. Wait a year and repeat again.

This strategy can be used for any time line. Your big picture vision can start at 10 years out or 6 months out. It all depends on you and your vision!

Name: _____ Todays' Date: _____ Note to Self: _____

Five Year Goal

Set a specific goal. Who. What. When. Where.

How does this goal fit your bigger picture vision of success?

What tools and assets do you already have that can be utilized to achieve this goal?
Who can you tap in your network for help?

What are possible issues that might come up with pursuing this goal.
How can you troubleshoot these problems?

What are the action steps needed to reach this goal?

Date Completed: _____

Name: _____ Todays' Date: _____ Note to Self: _____

Three Year Goal #1

Set a specific goal. Who. What. When. Where.

How does this goal fit your bigger picture vision of success?

What tools and assets do you already have that can be utilized to achieve this goal?
Who can you tap in your network for help?

What are possible issues that might come up with pursuing this goal.
How can you troubleshoot these problems?

What are the action steps needed to reach this goal?

Date Completed: _____

Name: _____ Todays' Date: _____ Note to Self: _____

Three Year Goal #2

Set a specific goal. Who. What. When. Where.

How does this goal fit your bigger picture vision of success?

What tools and assets do you already have that can be utilized to achieve this goal?

Who can you tap in your network for help?

What are possible issues that might come up with pursuing this goal.

How can you troubleshoot these problems?

What are the action steps needed to reach this goal?

Date Completed: _____

Name: _____ Todays' Date: _____ Note to Self: _____

One Year Goal #1

Set a specific goal. Who. What. When. Where.

How does this goal fit your bigger picture vision of success?

What tools and assets do you already have that can be utilized to achieve this goal?

Who can you tap in your network for help?

What are possible issues that might come up with pursuing this goal.

How can you troubleshoot these problems?

What are the action steps needed to reach this goal?

Date Completed: _____

Name: _____ Todays' Date: _____ Note to Self: _____

One Year Goal #2

Set a specific goal. Who. What. When. Where.

How does this goal fit your bigger picture vision of success?

What tools and assets do you already have that can be utilized to achieve this goal?
Who can you tap in your network for help?

What are possible issues that might come up with pursuing this goal.
How can you troubleshoot these problems?

What are the action steps needed to reach this goal?

Date Completed: _____

Name: _____ Todays' Date: _____ Note to Self: _____

Six Month Goal

Set a specific goal. Who. What. When. Where.

How does this goal fit your bigger picture vision of success?

What tools and assets do you already have that can be utilized to achieve this goal?

Who can you tap in your network for help?

What are possible issues that might come up with pursuing this goal.

How can you troubleshoot these problems?

What are the action steps needed to reach this goal?

Date Completed: _____

ABOUT THE AUTHOR

EEPI CHAAD



Eepi Chaad is a multidisciplinary artist, advocate, and environmentalist who tells stories using textiles, fibers, metals, places, and people. Her work investigates the relationship between humanity and environment. Eepi has worked with a coastal margin preservation non-profit in Galveston prior to serving as one of the first resident artists for the City of Houston. Eepi now serves as Director of Community Engagement at Art League Houston and is part of the team of

facilitators for the Artist INC Houston program. Eepi is also board vice president of Artists For Artists and serves on the steering committee for the Houston Museum Educators Round table. Eepi believes art is for every community and creativity is in every human.

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LOOKING FOR MORE RESOURCES TO HELP SUPPORT YOUR ART CAREER?

Artist Resource Library

Fresh Arts Artist Resource Library is an online curated selection of dozens of artist business resources, including career--focused articles, templates, and tool kits on topics such as marketing, finances and fundraising, legal issues, health and self-care, and other artist business essentials. New Resource Blogs are added throughout the year so check back often or sign-up for our newsletters.

<https://www.fresharts.org/succeed-as-an-artist/artist-resources/>

Fresh Arts Workshops

Fresh Arts regularly hosts programming that aim to increase artist business skills and networks whether it be taxes, marketing, grant writing, and other artist business fundamentals. Since 2009, Fresh Arts has hosted 130+ workshops and served over 4,000 artists through its professional development programs.

<https://www.fresharts.org/succeed-as-an-artist/skill-building/>

Fresh Arts Summit

Fresh Arts Summit is an annual two-day conference for artists, makers, and creatives of all disciplines who seek to advance their entrepreneurial skills, expand their peer network, and tap into local resources. Hosting 200 artists, the community-building weekend offers a mix of workshops, artist panels, and peer exchanges led by local experts, artists and other creative leaders.

<https://www.fresharts.org/succeed-as-an-artist/artist-summit/>

Do you have a topic you'd like us to cover?

Email your ideas to: angela@fresharts.org

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