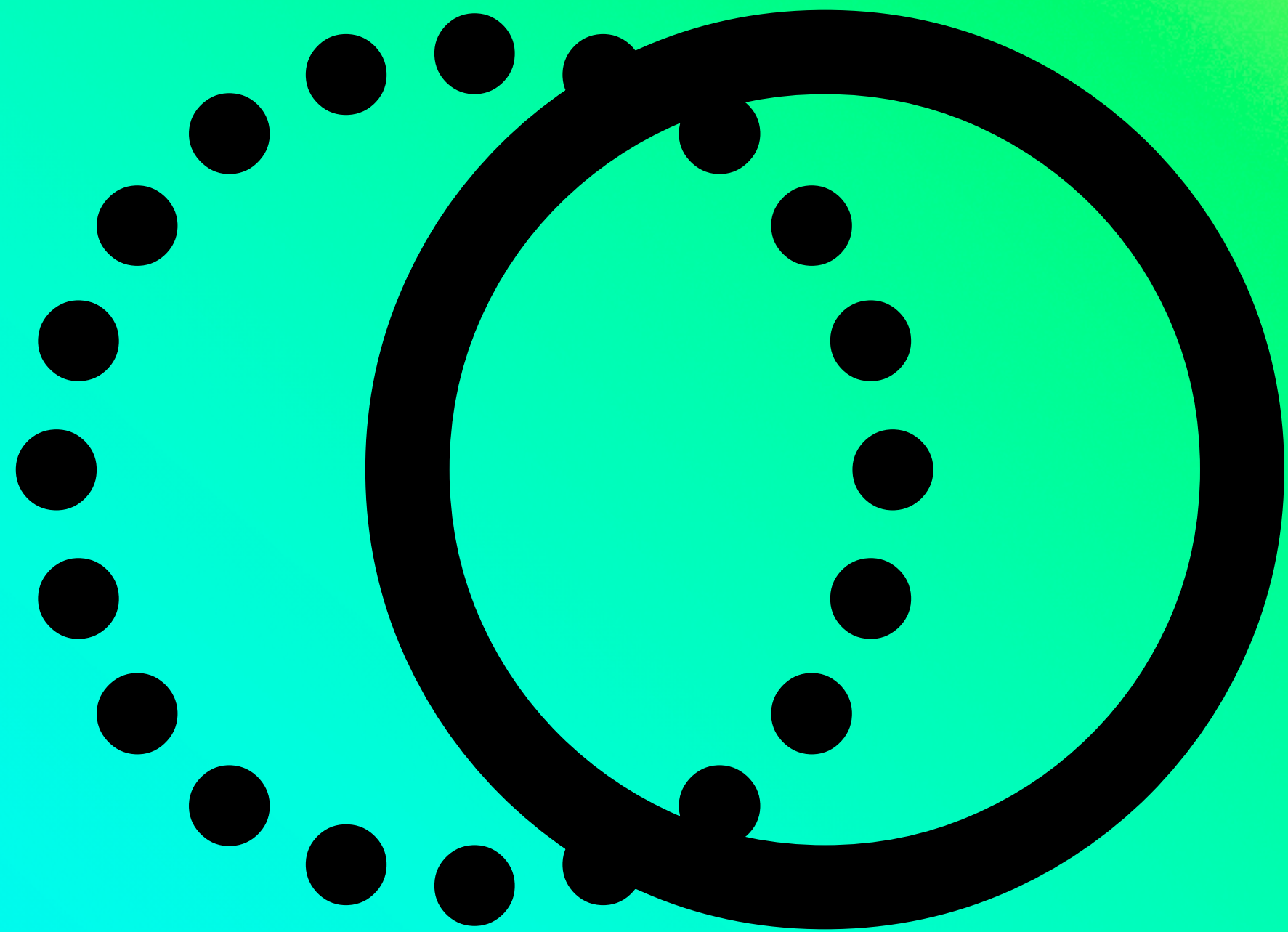
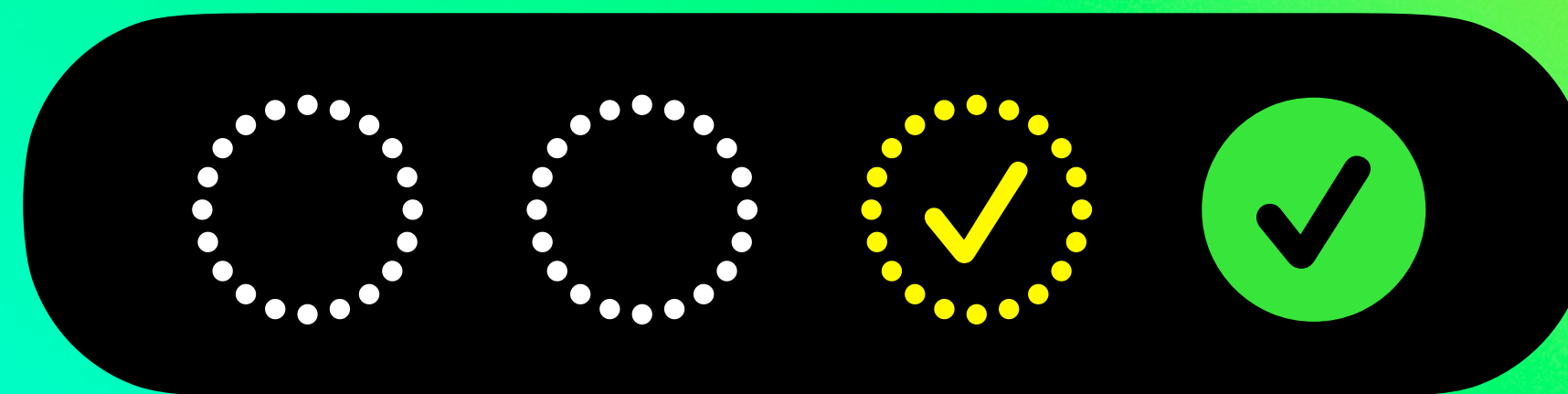




PLANNING HOW TO DEVELOP GOALS AND IMPLEMENT CHANGE-ORIENTED STRATEGIES



Jacob Campbell, Ph.D. LICSW
at Heritage University
Fall 2025 SOWK 530 Week 11

PLAN FOR WEEK 11

AGENDA

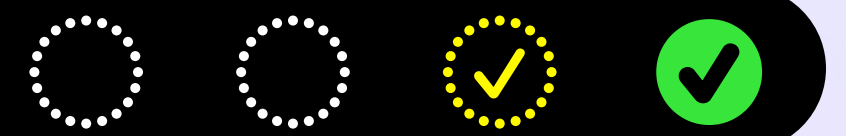
Information about goals

The six steps to planning

Practice doing the planning process

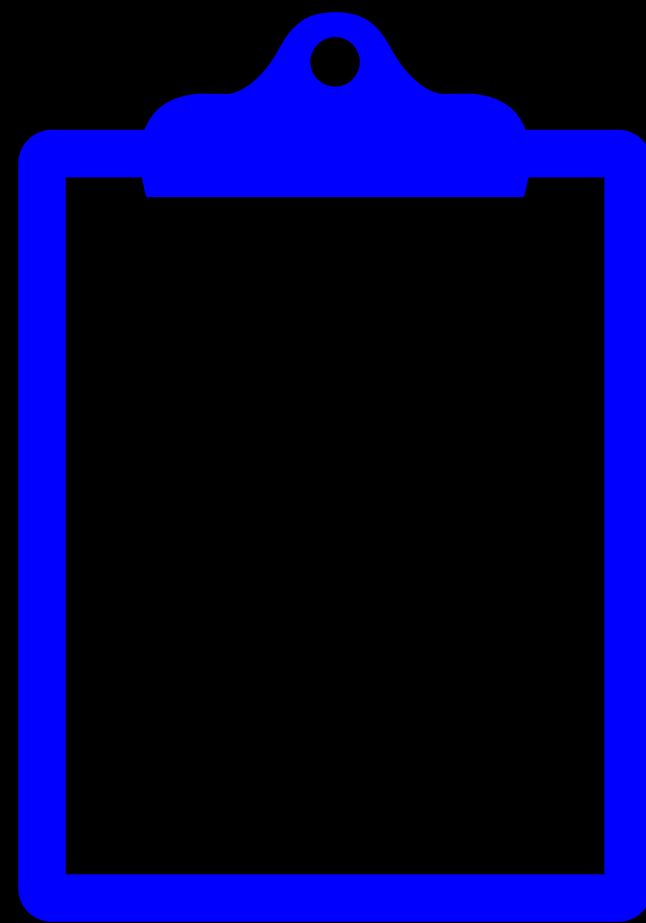
LEARNING OBJECTIVES

- Explain the purpose, function, and types of goals used in social work practice.
- Apply the six-step planning process to develop goals collaboratively.

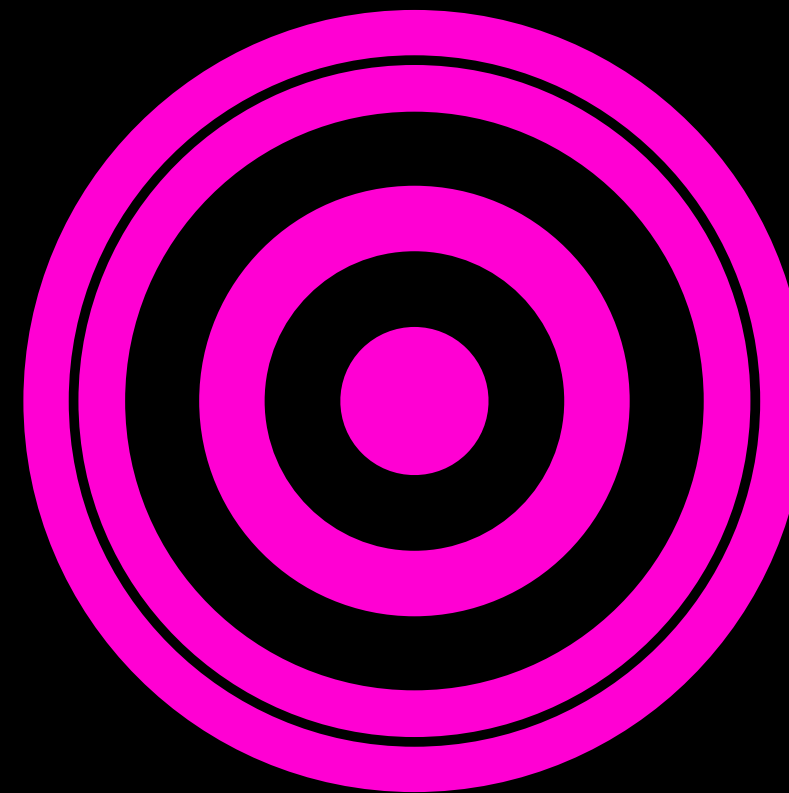
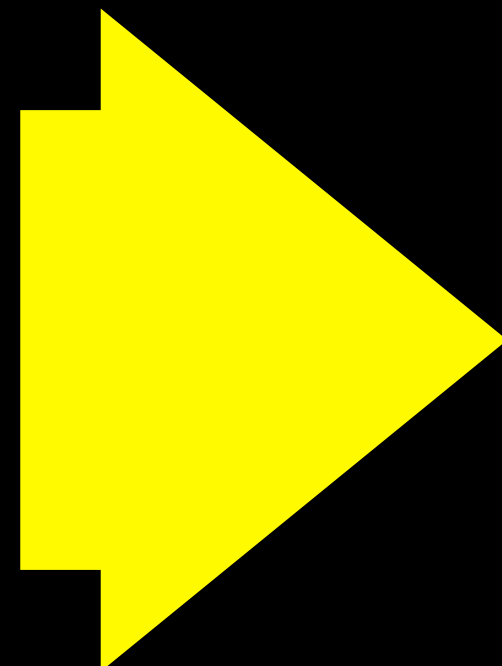


LINKAGES

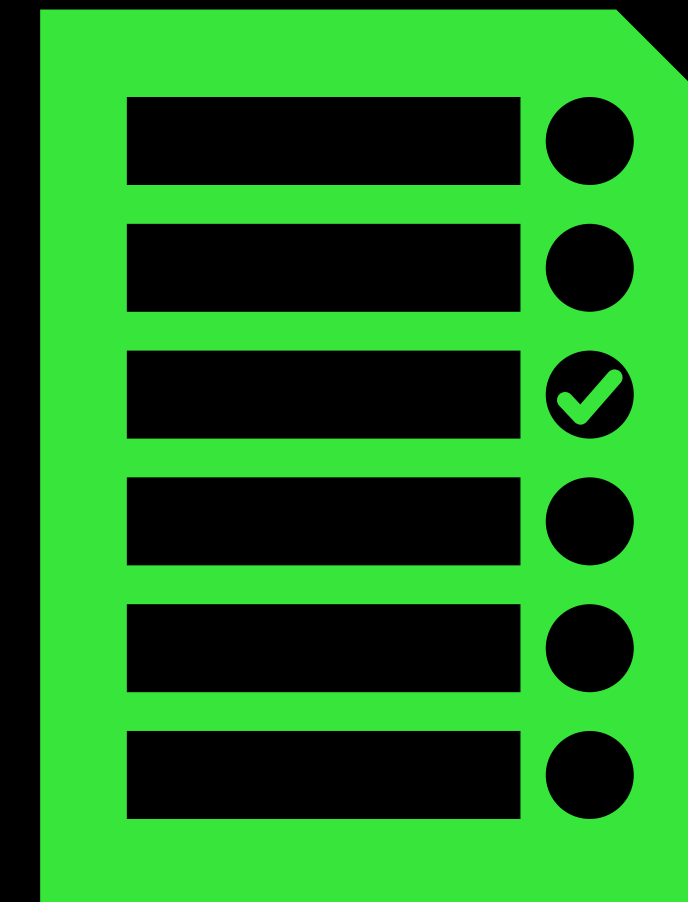
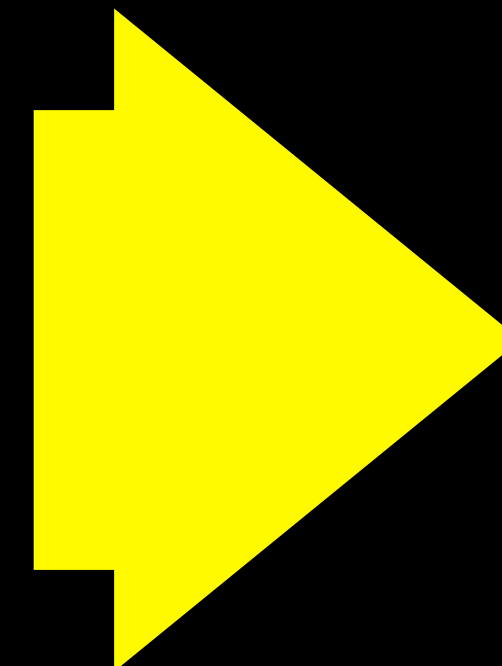
IN THE PLANNED CHANGED PROCESS



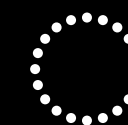
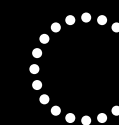
Assessment



**Targeted
Concerns**



Goals

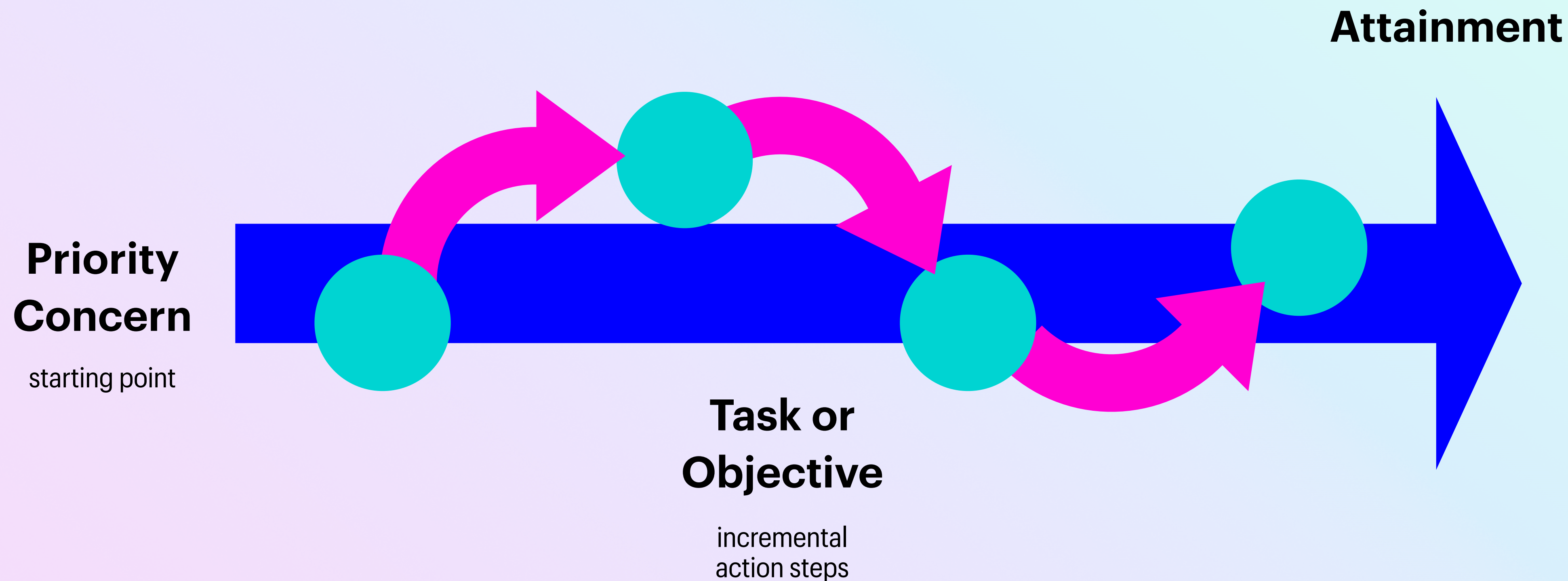


GOALS

PURPOSE AND FUNCTION

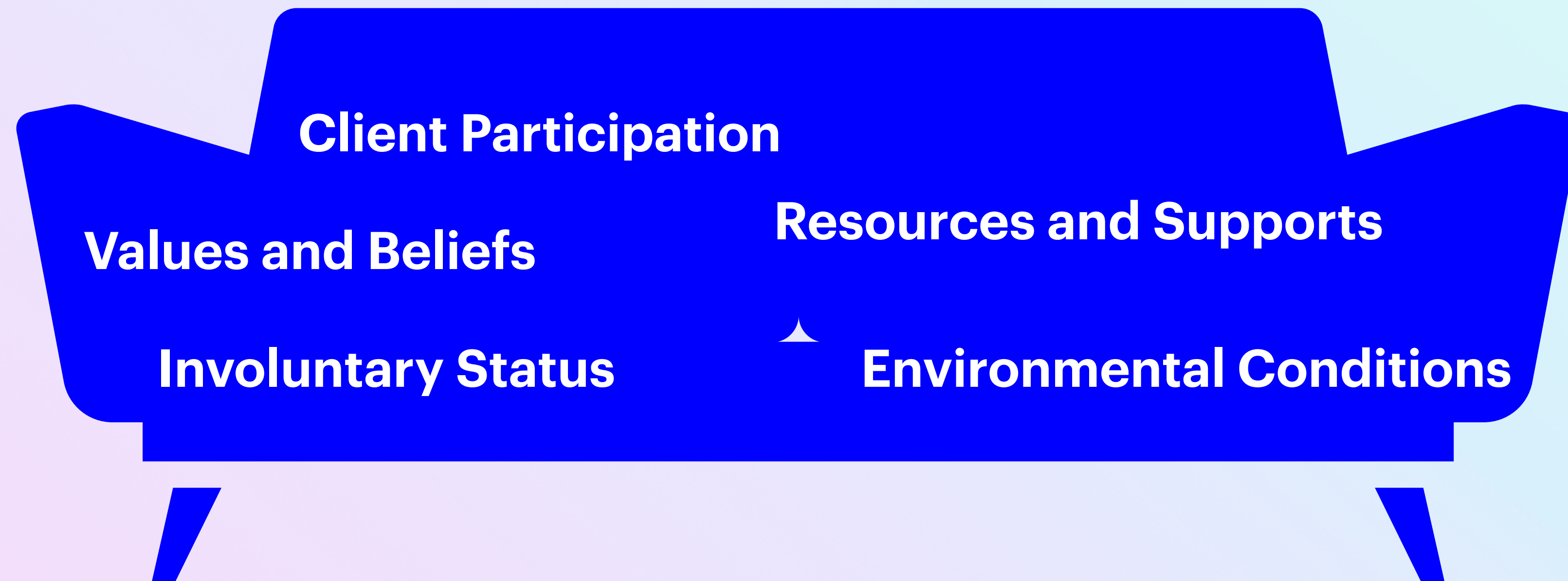
Emphasizing client values in the goal-formation process maximizes the motivating force of goals and ensures that you and your clients are working in harmony toward the same outcome

(Hepworth et al., 2023, p. 240)

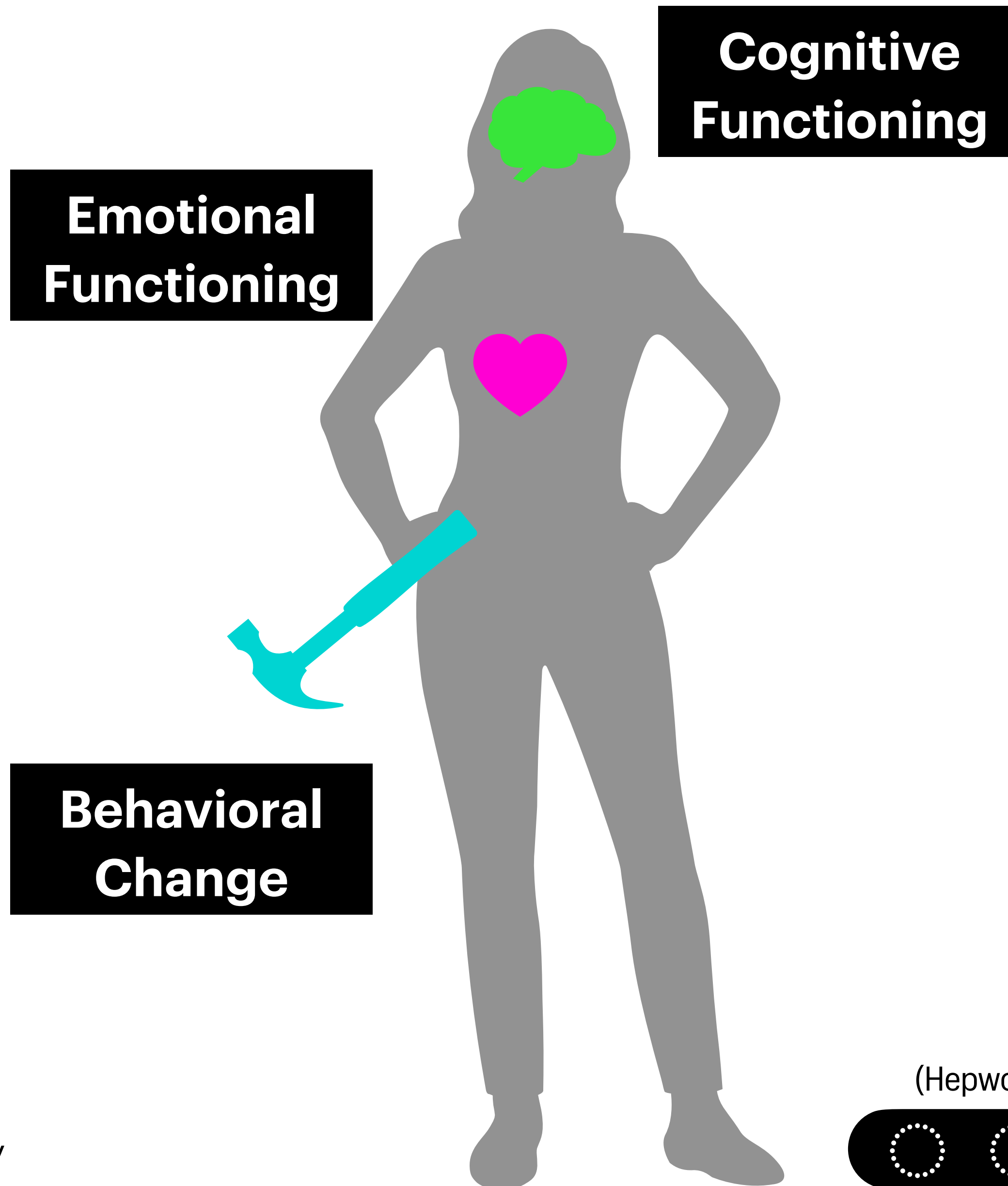


FACTORS INFLUENCING

GOAL DEVELOPMENT



INDIVIDUAL GOAL FOCUS



(Hepworth et al., 2017)

TYPES OF GOALS



Small Group Discussion

POTENTIAL PERSONAL EXAMPLES

Approach Goals: identify a positive end state, usually emphasizing growth and change

Avoidance Goals: identify a future state to be avoided or minimized

Performance Goal: goals define a final outcome

Learning Goal: emphasize process and the acquisition of knowledge and skills that people can use to achieve short- and long-term goals

Time Period Descriptors

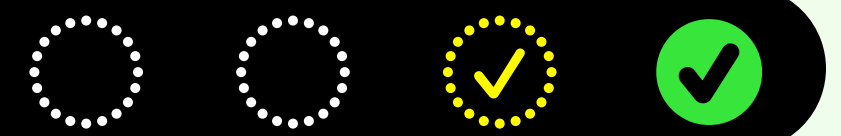
Long-term: frame people's ambitions within their identities and values

Short-term: reflect a partialized version of a long-term goal

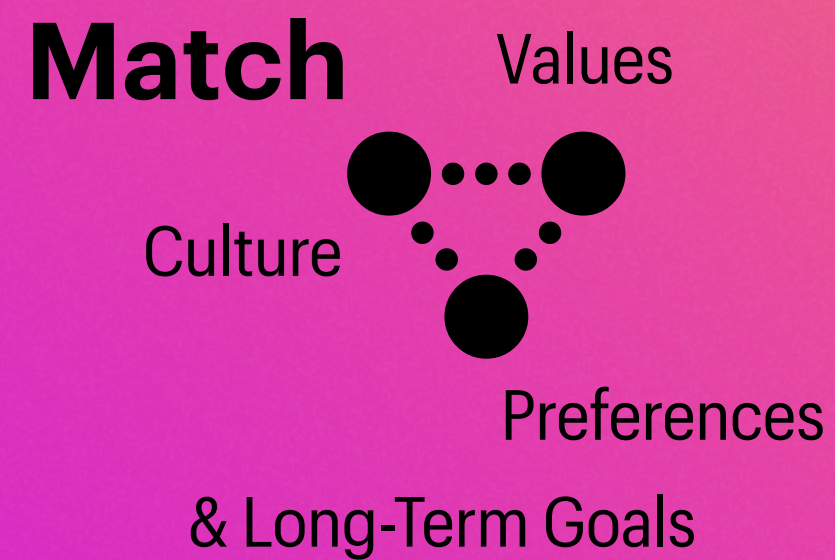
Empowerment Goals: framed toward self-determination and agency. They operate at the sociopolitical level, often emphasizing dimensions of consciousness raising, education, social support, and access to resources

Conformity: They are represented in mandates and the prerogatives of program objectives and referring authorities

Risk/resilience: identify changes in risk and protective processes that are likely to alleviate presenting problems

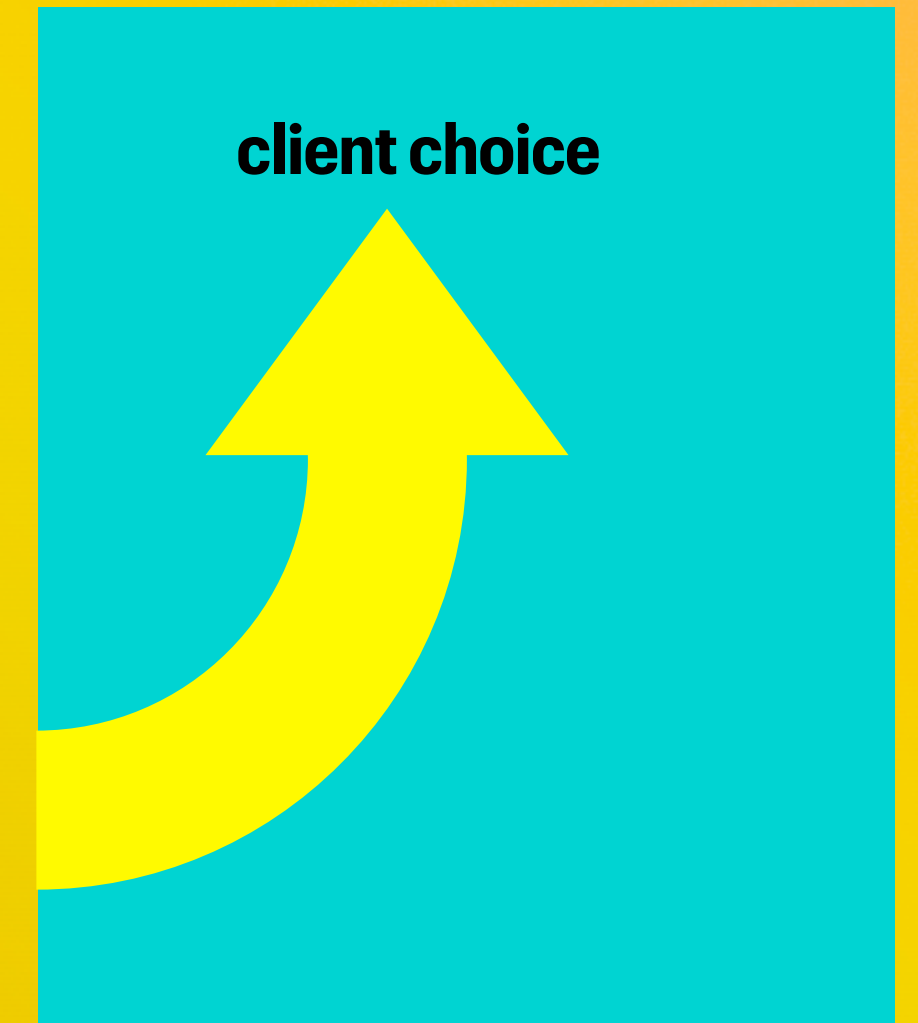


- Goal statements should be framed positively
- Structure specific goals to enhance motivation



short-term goals with long-term goals
performance goals with learning goals
avoidance goals with approach goals
compliance-conformity goals with empowerment and risk/resilience goals

Maximize



within the constraints
of program objectives
and referral mandates

SOME GUIDELINES FOR

SELECTING AND DEFINING GOALS

QUALITIES OF EFFECTIVE GOALS

FOLLOW THIS POPULAR MNEMONICS

S pecific

M easurable

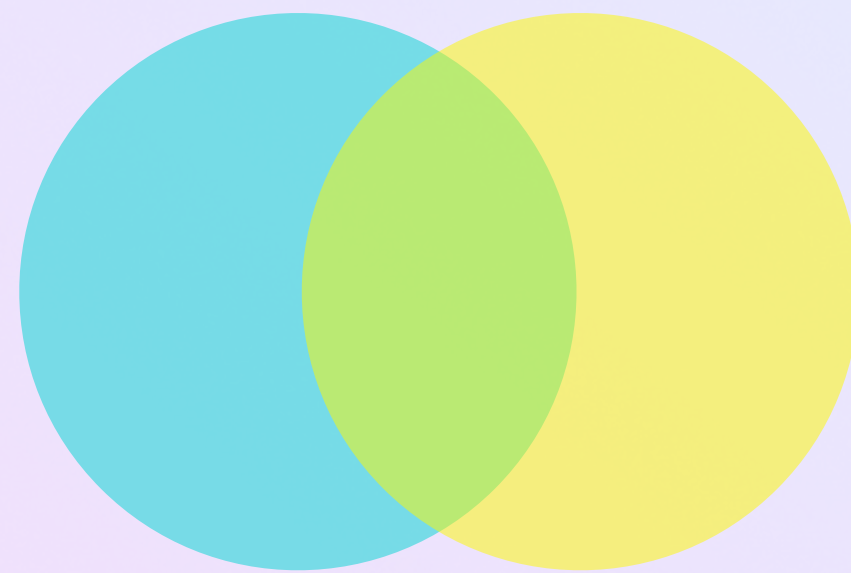
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R elavant

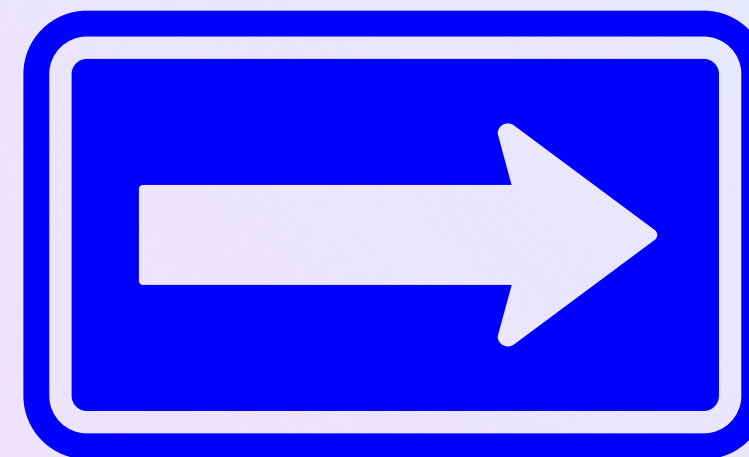
T ime-bound

STRATEGIES FOR DEVELOPING GOALS

WITH INVOLUNTARY CLIENTS

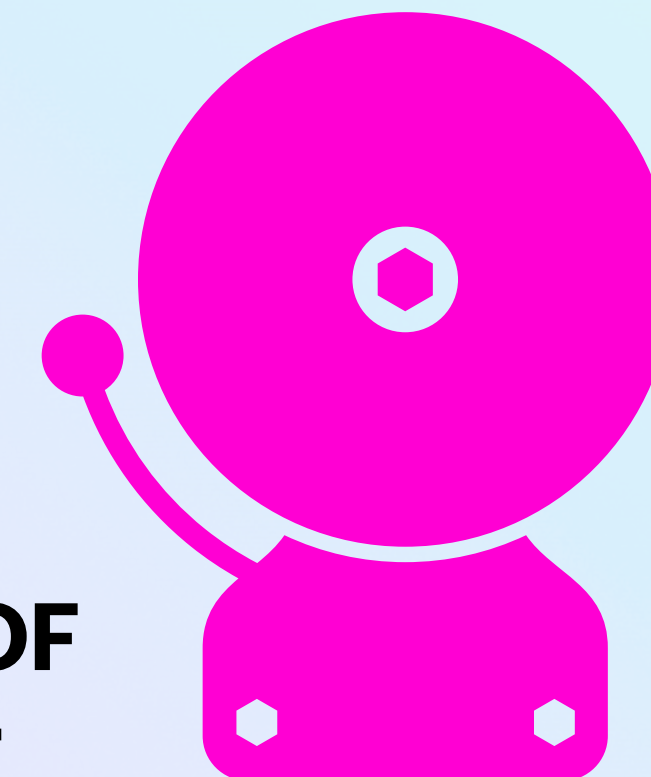


**MOTIVATIONAL
CONGRUENCE**



AGREEABLE MANDATE

**GETTING RID OF
THE MANDATE**



PROCESS OF GOAL FORMULATION

SIX STAGES

Determine clients' readiness

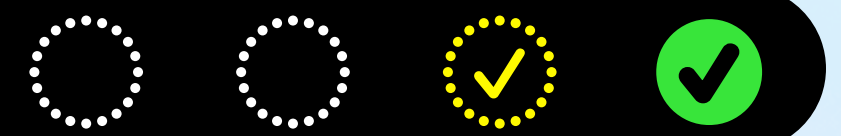
Explain the purpose and function of goals

Formulate client-driven goals

Increase goal specificity

Determine barriers and benefits

Rank goals according to priorities



CREATING A GOAL PLAN

Client/Family:	Staff:		
Statement of Concern:			
Goal Statement:			Goal #__
General Tasks:			
Identify Strengths/Resources:		Identify Potential Barriers/Obstacles:	
Tasks/Steps–Participant:		Tasks/Steps–Staff:	

PROCESS OF GOAL FORMULATION

SIX STAGES

Determine clients' readiness



Explain the purpose and function of goals

Formulate client-driven goals

Increase goal specificity

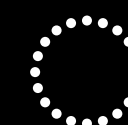
Determine barriers and benefits

Rank goals according to priorities

- It is important to assess readiness early in the process
- Consider using summarizing or scaling



Recognize that there might be reluctance.



PROCESS OF GOAL FORMULATION

SIX STAGES

Determine clients' readiness



Explain the purpose and function of goals



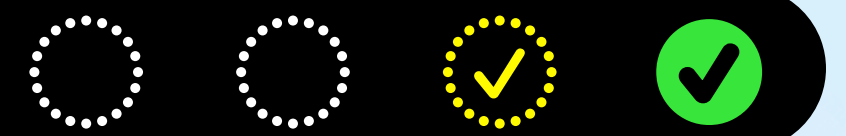
Formulate client-driven goals

Increase goal specificity

Determine barriers and benefits

Rank goals according to priorities

- Spend time educating clients about goals
- Help recognize the match between their goals, program goals, and referral mandates



PROCESS OF GOAL FORMULATION

SIX STAGES

Determine clients' readiness



Explain the purpose and function of goals



Formulate client-driven goals



Increase goal specificity

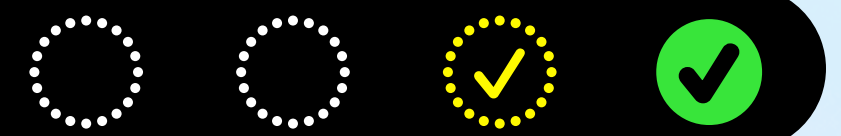
Determine barriers and benefits

Rank goals according to priorities

Potential Methods to Obtain

- Solicit quotes or client description
- Offer tentative suggestions

It becomes our job to help shape and give focus to their goals



PROCESS OF GOAL FORMULATION

SIX STAGES

Determine clients' readiness



Explain the purpose and function of goals



Formulate client-driven goals



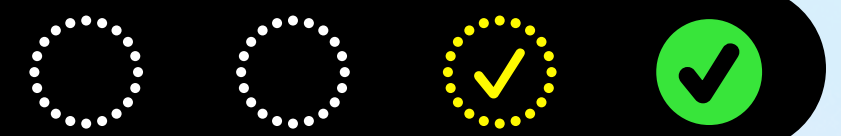
Increase goal specificity



Determine barriers and benefits

Rank goals according to priorities

Help clients to call out all of the parts of a good goal... e.g., make it SMART



CREATE A GOAL PLAN

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Identify Strengths/Resources:		Identify Potential Barriers/Obstacles:	
Tasks/Steps–Participant:		Tasks/Steps–Staff:	

CREATE A GOAL PLAN

Client/Family:	Staff:
Statement of Concern:	
Goal Statement:	
General Tasks:	
Identify Strengths/Resources:	
Tasks/Steps-Participant:	



Is it linked to the defined target concern?

Is it defined in explicit and measurable terms?

Is it feasible?

Is it stated in positive terms that emphasize growth?

PROCESS OF GOAL FORMULATION

SIX STAGES

Determine clients' readiness



- Use scaling questions about goal commitment

Explain the purpose and function of goals



- Anticipate future barriers

Formulate client-driven goals



- Discuss intrinsic benefits

Increase goal specificity



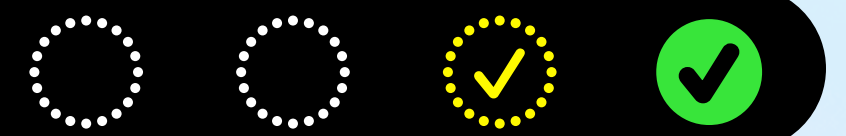
- Provide incentives and rewards when possible

Determine barriers and benefits



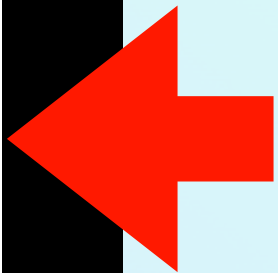
- Explicitly link short and long-term goals

Rank goals according to priorities



CREATE A GOAL PLAN

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Statement of Concern:			
Goal Statement:			Goal #__
General Tasks:			
Identify Strengths/Resources:	Identify Potential Barriers/Obstacles:		
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PROCESS OF GOAL FORMULATION

SIX STAGES

Determine clients' readiness



Explain the purpose and function of goals



Formulate client-driven goals



Increase goal specificity



Determine barriers and benefits



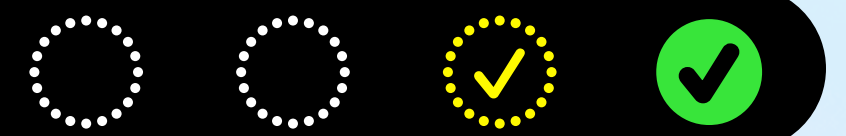
Rank goals according to priorities



Your job is to help the clients sort out their priorities to help keep them from being overwhelmed and frustrated.



(Hepworth et al., 2023)



CREATE A GOAL PLAN

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