

Strategic Goal Setting and Implementation for Holistic Academic Excellence in 2025

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Objectives of the lecture

To understand:

- Proven method for goal setting, and
- Strategy for goal implementation to achieve academic excellence

Outline

- Introduction to goal setting
- Types of goals
- Importance of goal setting for academics
- How to set strategic goals
- Proven strategies for implementing goals to achieve academic excellence

Introduction to Goal Setting



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- Goals are specific objectives that an individual or organization strives to accomplish, and are often used to focus efforts, prioritize resources, and motivate progress towards a desired outcome



- For academics, strategic goal setting and implementation are essential frameworks that guide them toward achieving holistic academic excellence





Introduction

- Academics and educational institutions are fundamentally tasked with teaching and conducting innovative research that would impart the growth and development of the society
 - In an era characterized by rapid technological advancements and evolving societal needs, the pursuit of academic excellence has become increasingly demanding
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3 main determinants of success

Health

Resources (Means,
Materials, and ***Time
management***)

Behaviour (4Ds –
Decision,
Determination,
Discipline and
Diligence)



Definition of Health

- Health is defined as a state of ***physical, emotional, social and mental*** wellbeing not necessarily and absence of illness.

Health

Herophilus 300BC ago put it squarely and said:

“when Health is absent

- Wisdom cannot become manifest
- Strength cannot fight
- Wealth becomes useless, and
- Intelligent cannot be applied”

Types of goals





Types of goals generally

- 1. Short-term goals – Few days to months
 - 2. Long-term goals – Several months to years
 - 3. Personal goals – Relate to personal life e.g. health
 - 4. Professional goals – Career success
 - 5. Financial goals – Finances like saving, investment
 - 6. Academic goals – Achieving outcomes in education
 - 7. Social goals – Social health like making new friends and relationships
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The Tripartite Mandate of a University

Teaching

Research

Service

Types of goals for lecturers and researchers

1. Teaching goals: Improve student learning outcomes, develop new courses or programs, or enhance teaching methods

2. Research goals: Publish research papers, secure funding, or collaborate with colleagues on research projects

3. Service goals: Contribute to departmental, collegiate, or university-wide service activities, such as committee work or mentoring

4. Professional development goals: Attend conferences, workshops, or training sessions to enhance skills and knowledge

Productivity chain in publication

- **A Protocol or proposal in development**



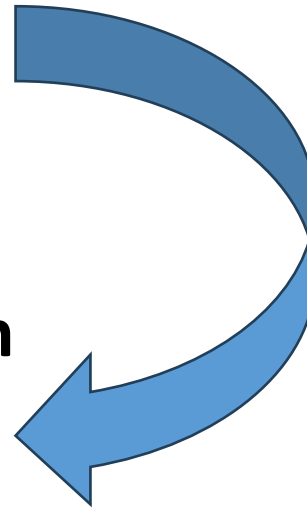
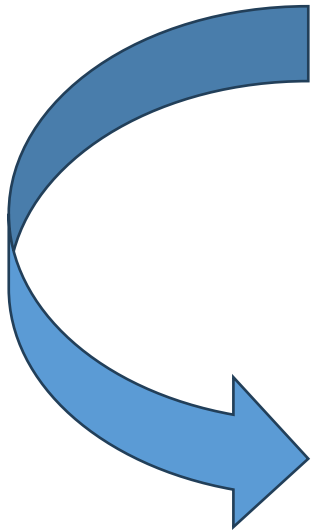
- **A Project ongoing**



- **A manuscript in preparation**



- **A manuscript in press**



Why is goal setting important



It creates a sense of direction


- When you set goals, you identify what you want to achieve and what you need to do to achieve it, which can create a sense of direction.
- For example, you could write a 2025 plan based on what you want your life to look like in five years.
- Having this long-term goal can help you move from just dreaming to actually doing.

It provides motivation

- Consciously setting goals gives you something to aspire to.
- Having a specific goal will motivate you (and your team) to put your best foot forward.
- Having a clear image of what you aim to achieve serves as an inspiration

It gives you
greater
control over
your future

- Setting goals puts you in the driver's seat of your life.
- This helps you leave nothing to fate and take a more active role in creating your dream life.



Identification of what is important for fulfilment

- Setting goals helps you take a step back and get perspective on what's really important.
- It helps to concentrate efforts towards fulfilment and a happy life

How to set Strategic Goals



1. Conduct a self-assessment

Reflect on strengths, weaknesses, opportunities, and threats (SWOT analysis) to identify areas for improvement and growth.



2.

Review institutional priorities

Familiarize yourself with the university's strategic plan, mission, and vision to ensure alignment with institutional goals.

3.


Make it SMART

- **Specific:** Your goals should be clearly defined, without leaving room for ambiguity, so you know exactly what you aim to accomplish.
- **Measurable:** You should have specific metrics in place to make it clear when you have reached or are close to reaching your goal.
- **Attainable:** Realistic goals must be within reach based on the resources readily available to you.
- **Relevant:** Your individual goals should contribute to your overarching idea of success. In the workplace, this might mean aligning your goals with company-wide aims.
- **Time-bound:** Every goal should have realistic deadlines so you can pace yourself accordingly to meet it on time.

SMART GOALS

SPECIFIC
Plan effectively with specific targets in mind. 

MEASUREMENTABLE
Track your progress and reevaluate along the way. 

ATTAINABLE
Set realistic goals that are challenging but achievable. 

RELEVANT
Ensure the goal serves a relevant purpose. 

TIME
Specify a deadline, monitor progress and reevaluate. 


4. Write it down



“If you have a goal,
write it down.
If you do not write
it down, you do
not have a goal
- you have a wish.”

- Steve Maraboli

www.maraboli.com



**ONLY GOAL
SETTERS
WHO ARE
GOAL WRITERS
ARE TRULY
GOAL ACHIEVERS.**

DARBY CHECKETTS

5.
Set a
timeline

Work schedule – Gantt chart

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April
Identify research area								
Formulate research questions								
Formulate research strategy, research design and select methods								
Write research proposal			15th					
Negotiate access								
Literature review								
Data collection								
Data analysis								
Write first draft								
Write second draft								
Write final draft								
Dissertation due								21st

Strategy for Implementing goals for holistic academic excellence



1. Outline action plan

HOW TO WRITE AN ACTION PLAN

①

Define your goal



②

Create and
prioritize tasks



③

Allocate resources



④

Add deadlines
and milestones



⑤

Monitor progress





2. Allocate resources

Identify the resources needed to achieve each goal, such as funding, personnel, or equipment



3. Establish a monitoring and evaluation system

- Regularly track progress towards goals and evaluate the effectiveness of strategies.



4. Time Management



Determinants of poor time management

1. Procrastination
2. Busybody
3. Indecision
4. Poor planning
5. Indiscipline e.g. Excessive sleep
6. Excuses

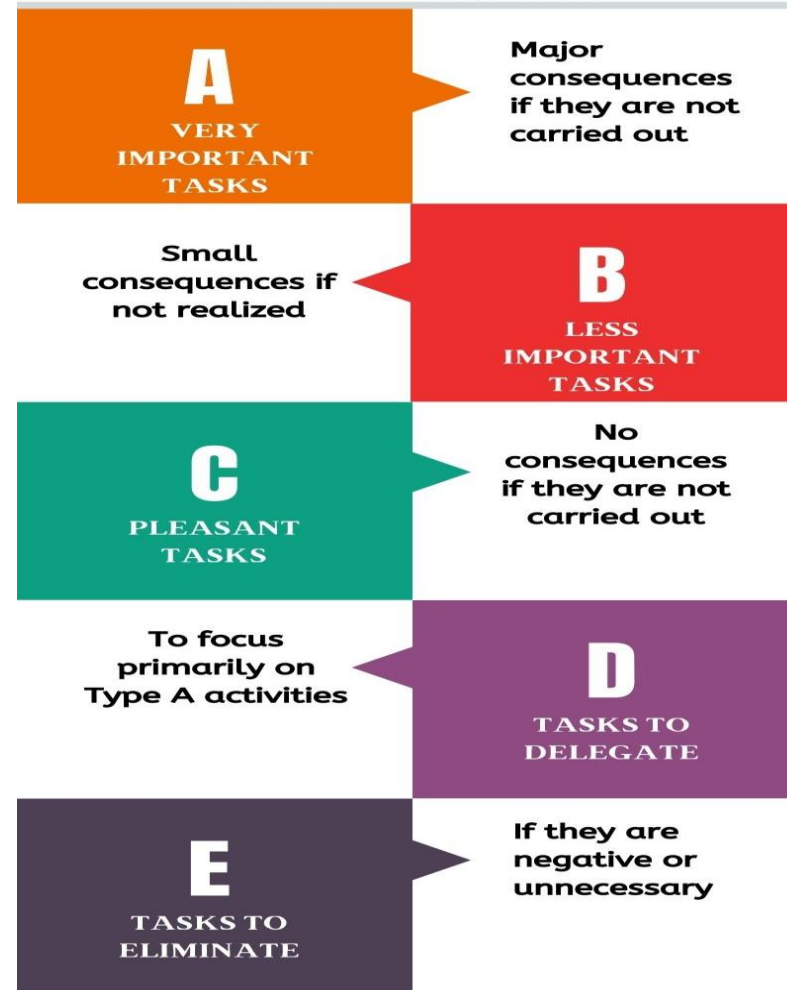
Proven time management strategy

Steve Covey 4-Quadrant model

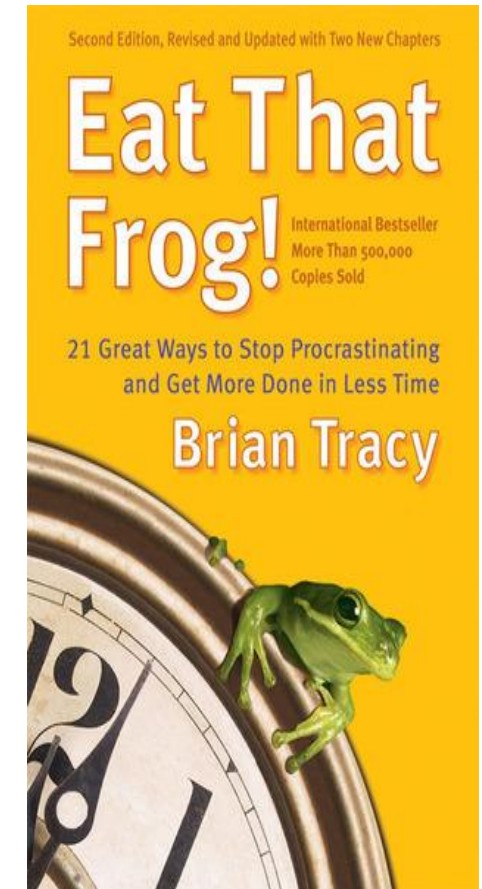
	URGENT	NOT URGENT
IMPORTANT	<p><u>Quadrant I</u> <i>urgent and important</i> DO</p>	<p><u>Quadrant II</u> <i>not urgent but important</i> PLAN</p>
NOT IMPORTANT	<p><u>Quadrant III</u> <i>urgent but not important</i> DELEGATE</p>	<p><u>Quadrant IV</u> <i>not urgent and not important</i> ELIMINATE</p>

The **ABCDE** Method

<http://international-coaching-solutions.com>



Brian Tracy - ABCDE Method



Proven time management strategies



Organize your table and files



Collaborate and share responsibilities



Manage interruptions



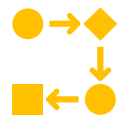
Manage meetings to conserve time



Control technologies -
Phone, emails, Social Media – Bulk checking



Avoid procrastination -
Deal as they come, or delegate



Shift-task and not multi-task



Proven time management strategies

- Time management is the most effective strategy to sustain productivity, and to achieve goals
- Plan ahead
- Have a simple to do list and follow it
- Make your goals SMART
- Avoid distractions
- Make a ***bulk of hours*** or ***hourly*** schedules

Practice
Ikigai - The
Japanese Secret
to a Joyful Life
(1% improvement daily)



Recommended books for further reading

- Goal setting and personal evaluation as key to productivity in: Proceedings of the workshop on “Equipping Staff for Optimal Performance”. A publication of Center for Research Development and In-House Training, University of Ilorin, Ilorin. June, 2012
- Research as a toll for academic excellence in: Proceedings of the workshop on “Towards Excellence in Teaching and Research”. A publication of Center for Research Development and In-House Training, University of Ilorin, Ilorin. November, 2012
- 7 habits of a highly effective people by Stephen Covey
- How to get things done by Richard Templar
- Getting things done by David Allen
- Effective time management by Patrick Forsyth



*THANK YOU FOR YOUR
ATTENTION*