Persuasive Writing

Student’s Name

Institutional Affiliation

Date

**Topic**: Why you should set goals

**General Purpose**: To persuade

**Specific Purpose**: This speech intends to inform the class about the many benefits of goal setting

**Introduction**

Goal setting is one of the first and most significant steps of achieving success in life. Goal setting transforms a person from a passive state to attaining his/her desires. According to Camp, goal setting enables a person to perceive a long- term vision and a short-term motivation to go about their efforts. The spirit of goal setting maintains an individual focus on knowledge acquisition and time management for organizing one’s resources to achieve the desired goals (Camp, 2017). Goal setting appeals to every person especially those in the higher learning institutions and individuals in the job market.

I have been setting goals for the past 20 years and managed to achieve successfully the larger portion of the goals. Because of the wise strategy I have about goal setting, I am now a motivational speaker often invited in public forums to train young people on how to design achievable goals and motivate them to continue pressing on their efforts to achieve their highest possible goals. The idea of goal setting has the ability to determine a person’s destiny before they attain old age.

According to my experimental research on this subject, 80 % individuals above 50 years are still struggling to attain goals they set in their early 20’s. They are still ‘running up and down’ and are never sure whether they will ever attain their intended goals before they age out. The ideas I am going to share with you will help you attain your intended goals before it becomes too late for you. I will ensure that you become more informed concerning goal setting. Firstly, I will explore the significance of goal setting.

**Body**

***Let’s first take a look at the concept and context of goal setting***

1. Top-level footballers, athletes, business persons and top achievers in every sector set goals. They it is perceive that goals setting works if a person has the following aspects at the back of their mind (Camp, 2017).
2. Goal setting gives and individual the vision and motivation to formulate short-term and long-term achievements. A person can organize their time and resources necessary for achieving their goals one they know their short-term and long-term achievements.
3. Individuals focus on knowledge attainment and are fully aware of the outcomes of every decision they undertake
4. It is the best strategy to avoid things that would waste your time and focus on things related to your goals.
5. Setting goals results in clear definition of one’s measurable achievements. An individual becomes proud of all that the achievements entail.
6. Measurable achievements are attained because they raise an individual’s confidence to recognize their abilities and competency in achieving their goals.
7. It is possible for a person to view their forward progress in what they might have failed to perceive in the first instance.

***Now that we have looked at the concept and context of goal setting, let’s now look at the importance of setting goals***

1. Setting goals helps a person take control of their live and get maximum results.
2. Goal setting allows and individual ascertain their goal achievement by managing their life activities to achieve the highest possible level of achievement. When you set goals, you are aiming for the sun star if not the moon (Cornelius, 2012).
3. Richard Branson (founder of Virgin Atlanta Airways) and Mark Zuckerberg (founder of Facebook) are examples of people who set highest attainable goals. They set specific target and milestones to get things going and improving.
4. Your goals drive you to perform many actions than you would otherwise do without panning out your strategy. You should be able to set things you want to achieve 3 years or five years from now.
5. It is through goal setting that one gets to know that things are first formulated in the mind and transformed to the real (physical) world. The physical form does not proceed the abstract form of achievement (Brennan, 2015)
6. This activity gives an individual the focus and accountability of every decision they undertake in achieving the desired things in life. It brings down your focus to the most relevant issues of achievement and enables you to put much focus on them.
7. Accountability implies that no other person is responsible for your decisions as you are the only one who knows the goals you set. Accountability can assist and individual in knowing whether they are achieving short-term target and can picture out whether they will get to achieve the larger targets.

***Now that we have known the importance of setting goals, let’s look at some of the tips for setting goals***

1. One should set out their goals as elaborate positive statements.
2. Drafting one’s goals require knowledge and skills for planning and strategizing of various significant aspects of achievement.
3. The goals should be precise in terms of dates, time and quantity to ascertain their achievability. This will assist in knowing exactly whether a certain goal was achieved or not (Camp, 2017).
4. You should set priorities to avoid pile-up of many goals at the same times as it will help you drive your focus to the most important goals.
5. You should write down your goals as a way of crystalizing and giving them more energy. Writing is also a good tool to help you remember the goals as you continue working on them.
6. It is advisable to set realistic goals. You are supposed to set goals that you can achieve in the defined time.
7. A smart goals should be specific, measurable, attainable, relevant and time conscious to fulfil its intended purpose.
8. Setting too difficult goals cannot give you room to appreciate the obstacles along the way and can discourage one’s ambition to achieving the particular goals.

**Conclusion**

Today you have learned about goal setting as a very important tool for achieving your life ambitions. The relevant knowledge coming out this illustration is to get the importance of setting goals in one’s vital plans and apply them in the everyday activities related to future ambitions. The connection between goal setting and achievement has been clearly revealed from the study and will assist in individual growth. One can realize if they are achieving their level best goals in their lives if they see the results of their goals.

References

Brennan, S. A. (2015) Goal setting your way to academic success. Retrieved from

<https://www.usc.edu.au/media/3834/GoalSetting.pdf>

Camp, H. (2017). Goal Setting as Teacher Development Practice. *International Journal of*

*Teaching and Learning in Higher Education*, *29*(1), 61-72.

Cornelius, D. M. (2012). Remaining and Completed Actions Of Goal-Setting And Effects On

Achievement, Self-Efficacy, And Self-Esteem. Maryvillecollege.edu Retrieved from <https://www.maryvillecollege.edu/media/dsx/.../Delaney_Cornelius-senior_study.pd>