GOAL SETTING

8 CATEGORIES, 30 TYPES, & SELECTED EXAMPLES OF SUB-GOALS

A PARTIAL GOAL TYPOLOGY

Central categories:
- BY SPECIFICITY & CLARITY
- BY PROCESS, OUTCOME, OR PERFORMANCE
- BY LEVEL OF ABSTRACTION
- BY TIME HORIZON
- BY RISK ASPECT
- BY SCOPE OR DOMAIN
- BY SOURCE OF MOTIVATION
- BY CONTEXT OR FRAMEWORK

BY SPECIFICITY & CLARITY

S.M.A.R.T. GOALS
- Compliance/Policy
- Incremental Progress
- Deadline-Driven
- Quantified Output
- Process Adherence
- Performance Benchmark

STRETCH GOALS
- Breakthrough Perf.
- Exploratory/Hypothetical
- Cross-functional Collab'n
- Innovation
- Resource-stretch
- Learning-focused

ASPIRATIONAL GOALS
- Cultural/Symbolic
- Inspiration/Morale
- Legacy
- Value-Driven
- Vision Alignment
- Narrative/Identity

BY PROCESS, OUTCOME, OR PERFORMANCE

OUTCOME GOALS
- Impact
- Result
- Change

PERFORMANCE GOALS
- Local Economic
- Quantitative
- Qualitative
- Benchmark
- Personal Best
- Team Performance

PROCESS GOALS
- System
- Procedural
- Habit

BY LEVEL OF ABSTRACTION

STRATEGIC GOALS
- Growth
- Impact
- Innovation
- Sustainability
- Positioning
- Influence

STRUCTURAL GOALS
- Governance Structure
- Policy & Framework
- System Integration
- Service Profile
- Role & Responsibility
- Organisational Design
- Resource Infrastructure

TACTICAL GOALS
- Project
- Programmatic
- Campaign Goals
- Capacity Building
- Partnership Activation
- Change Management
- Risk-Response

CULTURAL GOALS
- Cultural Transformation
- Belonging/Inclusion
- Feedback Culture
- Conflict Repair
- Wellbeing/Care
- Recognition/Celebration
- Transparency/Trust
- Curiosity/Learning

OPERATIONAL GOALS
- Efficiency
- Compliance
- Service Delivery
- Infrastructure
- Process Improvement
- Recruitment & Retention
- Team or Staff
- Support Function
- Standard Operating Procedure

BY TIME HORIZON

IMMEDIATE GOALS
- Meeting/Interaction
- Compliance/Deadline
- Decision
- Microtask
- Crisis Response

SHORT-TERM GOALS
- Planning
- Performance Cycle
- Task Completion
- Event/Milestone
- Habituation

MEDIUM-TERM GOALS
- Change Implementation
- Pilot/Trial
- Behavioural Change
- Project Delivery
- Capacity-Building

LONG-TERM GOALS
- Career/Legacy
- Societal Impact
- Visual-Realisation
- Sustainability
- Cultural/Identity

BY RISK ASPECT

PREVENTIVE GOALS
- Policy & Control
- Training & Awareness
- Process Reliability
- Design-Out Risk
- Monitoring & Early Detection
- Cultural & Behavioural
- Preventive Maintenance

ESCALATION GOALS
- Threshold Trigger
- Incident Flagging
- Escalation Chain
- Risk Rating Reassessment
- Communication Protocol
- Decision Threshold

RESPONSE GOALS
- Containment
- Continuity
- Recovery
- Corrective Action
- Compensation
- Learning & Improvement
- Communication & Reputation

BY SCOPE OR DOMAIN

CAREER/PROFESSIONAL GOALS
- Social Confidence
- Professional Networking
- Intimacy
- Support/Care
- Collaboration
- Boundary Setting
- Conflict Navigation

SOCIAL/RELATIONAL GOALS
- Conflict Management
- Boundary Setting
- Collab'n/Teamwork
- Communication
- Network Expansion
- Support & Empathy

CIVIC/COMMUNITY GOALS
- Volunteer Engagement
- Community Building
- Crisis Response
- Advocacy
- Civic Participation
- Awareness Raising
- Environmental Stewardship

PERSONAL DEVELOPMENT GOALS
- Mindset
- Purpose
- Values
- Skill Development
- Emotional Intelligence
- Self-Awareness

FINANCIAL GOALS
- Debt Reduction
- Investment
- Savings
- Organisational Viability
- Philanthropic Giving
- Financial Literacy
- Budgeting/Spending

HEALTH & WELLNESS GOALS
- Habit Formation
- Work/Life Balance
- Health Literacy
- Physical Health
- Mental Health
- Preventive Health

BY SOURCE OF MOTIVATION

INTRINSICALLY MOTIVATED GOALS
- Growth-oriented
- Curiosity-driven
- Autonomy
- Wellbeing
- Purpose-driven
- Flow-oriented
- Identity
- Creative Expression

EXTRINSICALLY MOTIVATED GOALS
- Achievement
- Reward-based
- Compliance
- Approval-seeking
- Avoidance
- Reputational
- Competitive
- Career Advancement

BY CONTEXT OR FRAMEWORK

ORGANISATIONAL GOALS
- Mission-Aligned
- Strategic Pillar
- Departmental/Unit
- Governance
- Sustainability/Viability
- Improvement
- People & Culture
- Cross-Functional

EDUCATIONAL GOALS
- Certification & Credentialling
- Specialisation & Expertise
- Skill Acquisition
- Self-Directed Learning
- Digital Literacy
- Inclusive Learning
- Collaborative Learning
- Lifelong Learning

THERAPEUTIC / COACHING GOALS
- Personal Growth
- Cognitive Development
- Behavioural Change

OKRs (OBJECTIVES & KEY RESULTS) GOALS
- Impact-Focused Obj's
- Efficiency Obj's
- Stakeholder Obj's
- Innovation Obj's
- Culture/Team Obj's
- Growth/Expansion Obj's
- Quantitative Outcome KRs
- Process Completion KRs
- Adoption/Engagement KRs
- Revenue/Financial KRs
- Satisfaction KRs
- Learning/Iteration KRs