

## Effective Goal Setting for QB3-Berkeley PhDs

Use a “SMART” framework such as the one below to define goals, and to lay out the steps towards achieving them. For any skill or competency you wish to develop further, consider how it fits in your IDP, and your goals for the year.

**Specific** - What do you want to accomplish? Is the goal clear to you?

**Measurable** - What does the completed goal look like? What data will measure the outcome you are seeking? (e.g. “how much” or “how well”?)

**Attainable** - What will make it possible for you to attain the goal? What knowledge, abilities, and resources (including time!) will you employ to accomplish your aims?

**Relevant** - Does your goal align with the multiple priorities in your life? Why is the result important?

**Time-bound** - Specify a deadline for the goal and timeframe for any intermediary steps. What actions will it take on your part?

**Describe the goal you are setting for yourself – what do you want to accomplish or what skill do you want to develop (be as specific as possible, including why this is important to you at this time):**

I want to learn more about research jobs in biotech. It seems to me I should look at other options besides being a professor. I know academic research is my first choice but am worried about the job market. Also, ideally, I would like to stay in the Bay Area where I have family. I want to know what it is like doing research for industry, can you go back to academia and is doing a postdoc a good idea?

**Describe how you will attain the goal – what actions will you take, what resources will you need (including help or actions by others such as your advisors):**

Joyce (a postdoc from my lab) is now working at Genentech and seems happy. I am going to start by talking to her about it, especially how she made the transition out of academia. I went to a QB3-Berkeley event on networking and so I think I should also use LinkedIn to find more people from MCB now working in industry. I know I should prepare some questions for them. Also, I heard about the upcoming MCB Industrial Affiliates (IAP) symposium and am going to learn more about the companies presenting there.

**Describe your timeframe for accomplishing the goal – make sure you include a list of intermediary steps towards its completion. If other’s actions are required, include those in your timeline/schedule:**

- Talk to 3-4 MCB grads in industry by the end of next month. Identify these people through friends, and the LinkedIn MCB Alumni Group. Maybe follow up with the MCB 295 speaker I saw last Spring?
- Attend the IAP event in mid-September.
- At our Oct 2 meeting: talk to my advisor about going on to a postdoc; and that I am thinking about industry
- Find out if there is a certain time of year for applying to industry jobs (and/or postdocs). Depending on what people say (alumni, postdocs and company reps), set aside time to apply & meet deadlines.
- Mid Oct/Early Nov - start preparing my job search materials have materials reviewed by the Career Center PhD advisor – check on that now/can I make an appointment in advance.  
<https://career.berkeley.edu/Info/MakeAppt>

Additional SMART goal information, and relevant examples

- <https://www.sciencemag.org/careers/2013/12/goal-setting-strategies-scientific-and-career-success>
- <https://irp.nih.gov/blog/post/2016/07/using-smart-goals-to-make-scientific-progress>
- <https://www.sciencemag.org/careers/2006/12/mastering-your-phd-setting-goals-success>