Defining Purpose, Goals, and Objectives

How to best define your personal purpose and goals to achieve maximum satisfaction
Let’s look at the Big Picture…

What makes a successful engineer?

University mission
Engr. curriculum design
ABET outcomes

Knowing your Strengths & weaknesses

How does an engineer sustain a successful career?

PURPOSE
Goals
Objectives
What makes a successful engineer?

In an era of economic globalization, how does an engineer sustain a successful career?

- University mission
- Engr. curriculum design
- ABET outcomes

Knowing your Strengths & weaknesses

Career as a professional engineer must align with your bigger life purpose

TODAY: What is your purpose?

How have you fulfilled this purpose in the past?
The 21\textsuperscript{st} century workplace offers new career challenges!

Identify the type of student and/or professional you want to be!

Recognize the 21\textsuperscript{st} Century workplace is different – it is rapidly changing, global, chaotic, and competitive

It is important that you locate your internal purpose… set the stage for intentionality
Ask yourself…

Do you relate to this student?

Do you want to be this student?

Bored?
Ask yourself…

*Do you relate to this student?*

*Do you want to be this student?*

*Enthusiastic?*
The first step is to identify the type of student you want to be

Ask yourself…

Do you relate to this student?

Do you want to be this student?

Organized?
The first step is to identify the type of student you want to be

Ask yourself…

*Do you relate to this student?*

*Do you want to be this student?*

*Uncertain?*
The first step is to identify the type of student you want to be.

Ask yourself...

Do you relate to this student?

Do you want to be this student?

Confident?
Now, identify the type of professional you want to be
Identify: Short Activity
Pick adjectives that most describes what kind of student you are now and others that most describes the professional that you want to be.

Confused - Challenged
Organized - Fulfilled
Apathetic - Bored
Enthusiastic - Discouraged
Passionate - Confident
Disorganized - Overwhelmed
Articulate - Uncertain
The workplace has changed to favor those who create rather than follow their job descriptions.

Building a career requires:
- More energy
- More creativity
- More focus

From the individual than ever before.

What’s the Bottom Line?

The fast pace and expansiveness of industry and the impact of globalization demands more attention from the employer than ever before.

Diminished Energy & Attention

The workplace has changed to favor those who create rather than follow their job descriptions.
Connecting the Pieces

At the end of the day, what do you want?

Disconnected Pieces

Depletion: Emptiness

OR

Connected Pieces

Energy: Fulfillment
Connecting the Pieces: What is your purpose?

Requires no training to define, only some self-awareness

What is it that you do that makes you feel most fulfilled?

Relate this feeling to a single purpose:
- Leading people
- Building/Crafting tangible things
- Nurturing souls
- Troubleshooting logical, tangible problems
- Connecting the thread

Purpose is DECONTEXTUALIZED: it is consistent whether you are a student or professional.
Connecting the Pieces: 
*Linking goals to purpose*

**Linking Goals to Purpose where Goals are:**
- Synchronized with purpose
- Potentially temporary
- Constant while in the midst of accomplishing objectives

**Connecting objectives to goals with Intentionality**

Details behind the goals = steps along the way
Connecting the Pieces

Example: Wanda Watt, the MS Student

Who is she?
- Makes powerful contributions to labs
- Often performs poorly on exams
- Dreads getting stuck outside of an R&D job because of poor grades

Before

Goal 1: Earn the best grades possible
Goal 2: Get the best job possible

After

Purpose: Build tangible and useful technology
Goal: Remain in hands-on engineering for duration of career
Connecting the Pieces

Example: Roger Resistance, the PhD Student

Who is he?

- Assists advisor in writing large portions of proposals
- Resists implementing designs in the micro-fabrication laboratory
- Simulates designs, but is reluctant to complete full characterization
- Helps other students organize and write papers

Before

Goal: Learn more about design

After

Purpose: Lead the Big Picture
Goal: Pursue project management in industry
Example: Christina Capacitance, the undergraduate student

Who is she?
• Pursued the best grades possible
• Actively participated in three major service activities
• Held significant offices in two campus organizations
• Felt rushed, stressed, chaotic even during social events

She did not:
• Spend time being quiet and introspective
• Feel relaxed in her few social activities
• Pay attention to potential burn out
• Meet her basic needs for emotional sustenance

Before
Goal 1: Earn the best grades possible
Goal 2: Get the best job possible

After
Purpose: to create and share basic knowledge with others
Goal: pursue a career in academia
Alternative goal: pursue a career in industry with a teaching component
In class activity… *Think and Share*

On a 3x5 note card…

1. Define multiple potential purposes.
2. Identify goals that suit these purposes.
3. Share with your neighbor.