

GOALS THAT ACTUALLY GET S* DONE

A practical system for focus,
follow-through, and growth

*Stuff

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**What do you want to
get out of today?**



Reaction vs Proaction



If **you** don't decide
what you're optimizing for,
something else
will decide for you.



Why do goals fail?

Here lies my
hopes and
dreams

Good goals don't
add work.

They **ORGANIZE** it.

Create focus | Build capacity
Multiply effort | Reduce rework



Your Job Is Your Training Ground

Daily work builds skills

Projects become portfolio

Wins create leverage



Three types of goals

Personal
Organizational
Political



How many goals are realistic?

Three to five total

Not all at once

Separate or building blocks



Focus Audit. Be Honest.

What takes too much time?

What gets too little time?

Where are you under-investing?



Two signals. Two purposes.

Circle one frustration
Star one opportunity
Think 90 days

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SMART Goal Focus Audit

Know Your Constraints to Set Better Goals

Good SMART goals don't start with ambition. They start with an honest understanding of constraints, leverage, and reality.

Use this before creating a SMART goal as a companion to the SMART Goal Builder GPT, which will help you refine and structure what you uncover here.

A Focus Audit helps you surface:

- what consistently gets in your way
- where progress is actually possible
- what a goal will need to work around, not magically remove

This worksheet improves goal quality by:

- separating frustration from action
- preventing over-scoped goals
- grounding ambition in reality

Take five minutes to think through and answer the questions below. It doesn't have to be an exhaustive list. Use to clarify your thoughts and see patterns.

What takes too much of your time or energy?
Work, tasks, or patterns that consume more time than their value.

What gets too little of your time or energy?
Work you believe matters but rarely gets protected space.

Where are you under-investing your time or energy?
Skills, capabilities, or ownership you keep postponing.

Once you stop thinking of things to write on this list, you can turn the page and continue.

SAVE THIS to make better decisions, focus your effort, and boost your impact. Follow me for more good higher ed marketing and marcomms leadership kinda stuff.

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SMART goals explained

Specific

Measurable

Achievable

Relevant

Timely



Premortem

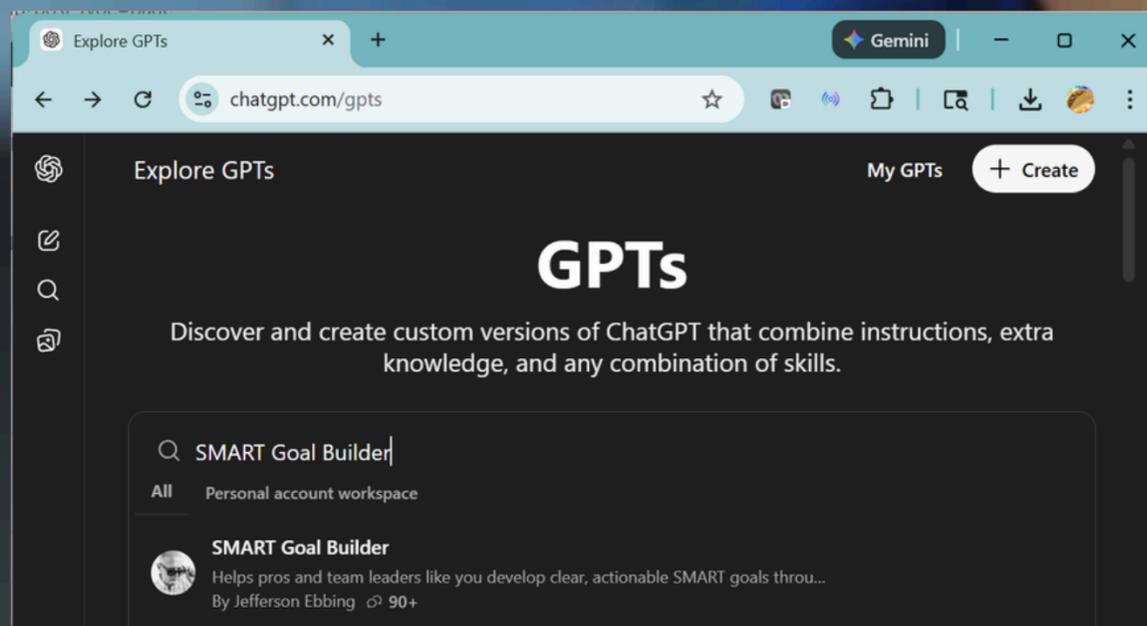
How is this most likely to fail?
AI is great with this

Does this goal
survive real life?

Time | Politics | Confidence



Build your SMART goal



Goals that Get S* Done

How'd it go?



How Progress *Actually* Happens

Small steps
Visible progress
Repeatable rhythm



Weekly wins matter

Direction | Belief | Momentum | Stackable



Goals that Get S* Done

The Strategic Win Tracker

One line per week
Learning and progress
Proof over time

Jeff's Strategic Wins

Weekly list of my strategic wins

jeffebbing101@gmail.com [Switch account](#)

Not shared

* Indicates required question

Top Strategic Win *

Your answer

Why It Mattered *

Tie to strategic goal, outcome, or leadership value.

Your answer

Effort Level *

Choose

What Made It Possible? *

Capture conditions, support, delegation, mindset .

Your answer



Goals that Get S* Done

Set It Up Now



Open form & bookmark it
Enter your first win
(what did you do THIS week?)

Timestamp	Top Strategic Win	Why It Mattered	Effort
8/8/2025 9:09:10	I GOT MY WORKSHOP APPROVED!!	This is a big one to add to my credibility, practice the format, Low	Low
8/15/2025 10:01:34	I LAUNCHED MY WEBSITE!! Moving forward with our in-hous	My Be "Somebody!" goal... empowering staff/making space	High
8/22/2025 9:18:29	Vetted Stamats plan on my own (it's solid). Invested in my rel	Improve marcomms plan, invest in thought leader progress	Medium
8/29/2025 10:22:55	Hammered out the NDS guidance - figured it out, took respon	Breaking slow poke habits, taking charge of projects at high l	High
9/5/2025 10:03:57	I had a good 1 on 1 meeting with Dr. Ash - good convo, reinfo	Built trust with Dr. Ash, spread my thought leadership with N	Medium
9/12/2025 13:04:54	Stamats features us in a case study! I had a good conversati	Stamats - We did good work with Erin on that Heavy campaig	Medium
9/19/2025 9:13:26	eSCCsape Day rescue efforts - act now/apologize/ID system	I lived up to my personal goal to fill the space. Others respon	Medium
9/26/2025 8:51:16	I keep asking hard questions about SEM and department coll	Focusing on doing important work more efficiently, taking lea	Low
10/3/2025 8:41:53	Strong convos with VPs - Cory: emergency plan, Amanda: CT	Exercising content authority and strategic leadership - willing	Low
10/13/2025 10:55:22	I SLAYED at D5 - 2 great presos, thought leadership, networki	Strengthen my personal brand and thought leader status.	High
10/17/2025 9:10:58	Team SMART Goal session went great. Great convo with Dr. r	I've got respect from my boss, my team, my colleagues, and i	Medium
10/24/2025 13:32:26	I finished the Small College book, I got great feedback from S	They helped build my strategic leadership at SCC and person	Medium
10/31/2025 12:02:44	I had the team meeting with Dana - it was productive, so was	I'm continuing the push to do important work, empower my tr	Medium
11/7/2025 15:16:29	Good convo with D&K this week. Good convo with Scott Clin	D&K - pushing process, getting E451 stuff going, Scott wants	Low
11/21/2025 10:03:45	I delivered a quality project to each VP today to build trust an	I need to continue to ship! Find a way to get things done! I'm	High
12/8/2025 7:32:12	CCforIA award, first contracting gig, Led the Aspen Prize app	I've been recognized at work and in the marketplace for my s	High
12/12/2025 10:21:02	I submitted the Aspen Application.	I put a framework on the process, pushed people to keep mo	High
12/19/2025 12:22:03	My convo with Dr. ASH about stuffs - graphics, Jeff 2.0, emer	I reassured him that I'm doing my best and have projects mo	Medium
1/16/2026 8:51:34	My work with Carrie on AMY was good this week - I learned a	I'm getting better at AI skills & consulting, managing risk and	High
1/30/2026 8:47:42	Held our team goal meeting. We were all busy AF but I kept it	Goals are a priority - I walked the talk. I spoke up and was mc	Medium
1/30/2026 8:51:30	Great AI convo with Carrie and co. I helped them reframe app	Continuous improvement focus, take ownership of thought a	Medium
2/6/2026 9:51:39	Work - I got the team through a hectic last week and everybo	Lots of balls in the air and so I have to keep focused on our/r	Medium



Time to get real

One action

One risk

One habit to protect



Protect yourself from yourself

Go public | Make it visible | Schedule reminders
Get a buddy | Gamify it



Postcard from the edge

One thing you want to try

What future you needs to read from now you

Send to jeff@jeffebbing.com



If _____ don't decide
what you're optimizing for,

_____ _____
will _____ for _____.





Steal My Stuff!

Templates

Tools

Prompts

Reusable systems

Articles



Goals that Get S* Done

SEE it
SHIFT it
SUSTAIN it

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Articles

GPTs

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