

WORKSHEET 1: Creative Goals via the G.S.T. Method



Setting goals can be a daunting task. It feels proactive and initially sustainable and then somehow the motivation starts to slip and slowly the dedication and consistency begin to wane. Before you know it, there has been little forward movement. Therefore, let's create an action plan.

Goals / Steps / Tactics Method

The first tool helps you break it down into three steps:

- 1** Identify your "Strategic goals"
- 2** Identify your "Action steps"
- 3** Identify your "Building tactics"

The "Strategic goal" is your ultimate purpose and destination.

Examples:

- I want to work in film and TV in Los Angeles.
- I want to work in regional theatre.
- I want to start a theatre company.
- I want more on-set experience.

The "Action step(s)" are what you have to do to achieve that goal. What are the key opportunities you need to take advantage of to move this goal forward?

Examples:

- I need to expand my network of business and creative contacts.
- I need to create an accountability group.
- I need to develop my brand.
- I need to create a website.
- I need to create content.
- I need to pick up work as an extra so I can learn what it's like to be on a set.

The "Building tactics" are the pieces that are needed to give you the foundation to execute the goal. These are the working steps to support the actions you will take. What skills, knowledge and capabilities do you need to build that will give you the experience you need? When you know what actions you want to take (e.g., create a website) you can identify the skills you'll need to execute those actions (e.g., website development).

Examples:

- In order to create more content I need to take a class that strengthens my on-camera skills.
- In order to create and work on self-tapes, I need a workable home studio.
- In order to expand my business contacts and generate meetings I need to learn the landscape of the genres I am interested in and identify characters and types I relate to.