



American Water Works
Association



HAVE A GOAL

Setting and Achieving
Short-and Long-Term Goals



OPPORTUNITIES

Now more than ever there is a tremendous need for qualified and passionate professionals throughout the water industry. Individuals looking to bring value to an organization are being recruited every day. Even those who are seeking a career path with little work experience but are passionate about serving their community can find a place in almost any water utility.

This industry is gray-collar, combining typical hands-on blue-collar work with science and technical skills. There are positions/careers that complement your strengths and passions—you just have to apply yourself and you will uncover them.

**“FROM THE FIELD TO THE OFFICE,
WELDING TO RECORD KEEPING,
CHEMISTRY TO CONSTRUCTION,
AND FINANCE TO PUBLIC
OUTREACH, THERE IS A PLACE
FOR YOU.”**

TYPES OF GOALS

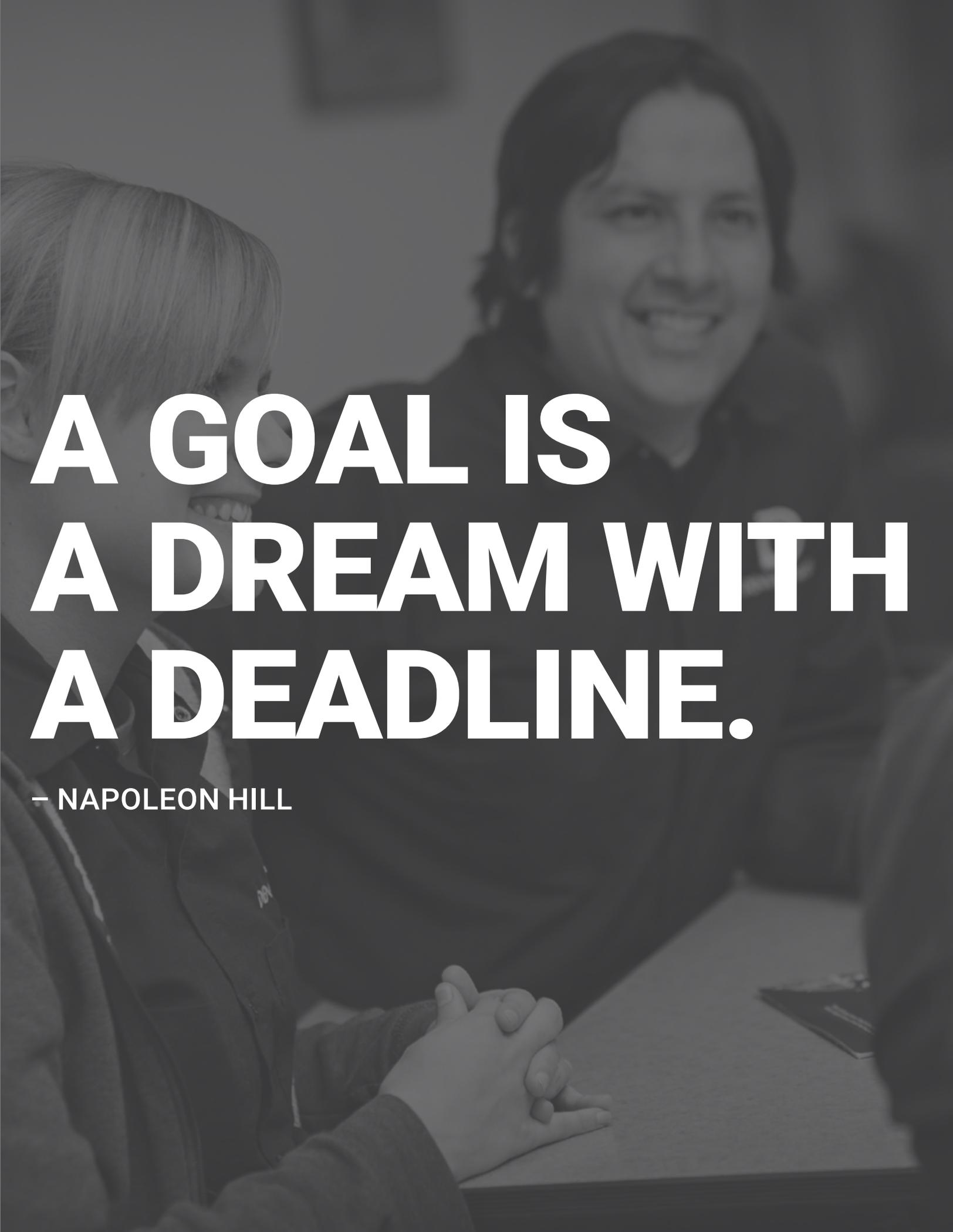
Career goals create a narrow focus to streamline actions and steps towards reaching desired achievements.

SHORT-TERM

What can you do in the next hour, day, week that will have an impact on your long-term goals? This could be as simple as completing a series of courses, obtaining an operator certification, or professional license.

LONG-TERM

What positions do you aspire to obtain, what type of impact or difference do you want to make in your community or industry? What do you want your life and career to look like in 20–30 years?

A grayscale photograph of a woman smiling and talking to a young child with their hands clasped on a table. The woman is in the background, looking towards the child. The child is in the foreground, looking back at the woman. The text is overlaid on the image.

**A GOAL IS
A DREAM WITH
A DEADLINE.**

– NAPOLEON HILL

STEPS TO ACHIEVING YOUR GOALS

CELEBRATE THE SMALL WINS

Recognize your achievements, even the small ones, because they represent growth; you are better now than when you started.

If you are horrible at math and you crushed your math finals, then celebrate! Pat yourself on the back and treat yourself! But keep going, don't take your eye off of the big picture for too long.

COURSE CORRECT

Make adjustments when needed—there is no sense in traveling down the wrong road longer than you need to.

If you realize while taking classes that a topic doesn't interest you as much as you thought, talk to your counselor, seek out advice from those in similar positions... Is it time to change lanes and veer right or do you stay on the current path?

SCALE BACK

Your big GOALS are so massive that they need to be broken down into mini goals.

If you want to obtain a degree in Water Resources, it will take a few years and if you are working full-time, it could seem like this goal is beyond reach. So, your mini goal would be to take a couple classes each semester as opposed to a full load, and just chip away at the degree. This is more sustainable and is a constant progression towards the bigger goal.

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HAVE PROGRESSIVE PATIENCE

A career is a marathon, not a sprint. Making your time count and have endurance.

The average age for retirement is around 58 years of age, so if you start as early as 25, you potentially have a 33-year career ahead of you... It will take time to climb the ladder, just keep going, one step at a time.

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ROUTINE EVALUATIONS

Each month, quarter, or year, review the actions and efforts you have made and make sure you are on track with your goals.

If your goal was to have a certain number of classes done within a year, are you in line with that goal half way through the year or are you behind?

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The American Water Works Association and WaterWisePro Training have teamed up to create resources for operators looking to start or advance their careers.

We hope that these resources offer motivation and guidance for those front-line workers who are or will be making a difference in the future of water.

AWWA's Water System Operations (WSO) brand includes a variety of certification resources that fit any study style.

WaterWisePro Training offers distribution and treatment exam prep courses in various states and represents the California-Nevada section.



Steve Hernandez, WaterWisePro Training



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#WSOWWP
#NOOPERATORNOWATER