



Goal setting for emerging artists



By Holly Ball, Creative Careers Coach & Specialist

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Who this resource is for

This resource is for early career artists, who want to take control of developing their creative career. Early career means someone who has started working in the creative and cultural industries in the last two years. It doesn't matter how old you are - this is about helping you to move forward and develop the creative career you want for yourself. You might not yet identify as an artist and that's OK. This resource has been designed to help you move forward whenever you are ready.

About this resource

This resource focuses on goal setting to develop the creative career you want. It is based on professional practice and theories of career information, advice and guidance, designed to empower the reader to take action for themselves.

Please note that the information shared is correct at the time of publication. Any signposting to external websites and resources does not constitute endorsement. Readers are expected to research further and seek professional expertise where needed.

About the author

I'm Holly Ball, a Creative Careers Specialist with over fifteen years of experience supporting artists to develop the creative career they want. A proud Salford creative, I build journeys that help artists get unstuck in their creative careers. Find out more about my work at www.careerforward.uk.

Values and Anchors

It's easy to get caught up in the cycle of working on the current project, bringing in the next piece of work if you are freelance, moving on to the next thing and balancing that with other areas of life - family, friends, hobbies and interests. The first step in developing your creative career is to know yourself and what's important to you.

Understand what motivates you.



- What is important to you when it comes to your creative practice?
- When you think about working life, what gets you excited? Is it the work itself? Is it the people you are working with/for?
- What stops or reduces your motivation?

Values check in

Looking at the list below, choose your top ten values - feel free to add to the list if something is missing for you. From there narrow the list further into your top five and then your top three values.

Security	Achieving outcomes	Helping others
Structure	Independence	Integrity
Creativity	Teamwork	Taking risks
Financial reward	Changing the world	Flexibility
Leadership	Variety	Innovation
Challenging work	Learning	Diversity

This becomes your checklist. As you develop your creative career ask yourself 'Am I working to my values?', 'Am I doing what excites me, what motivates me?' If the answer is no, then consider why and if you need to make a change.

Identify your career anchors.

Career anchors are the key themes that tie all of your working life together. For example, this could be:



Creativity



Activism



Community

Career anchors help you to stay intentional and purposeful as you develop your creative career. They can inform your decision making going forward. For example, if you see an opportunity for an artist commission, consider if it helps you meet at least one of your anchors. If it doesn't, why are you choosing to do it?



Goal Setting

Knowing what you want to achieve in your creative career can make the biggest difference to taking control. Aligning this with your motivation and values allows you to be purposeful and intentional in your decision making.

Step One

Where do you want to be in **12 months** time when it comes to your creative career?

Use the following prompts to help you:

- What are you doing?
- Who are you working with?
- Where are you?
- How are you generating income?
- What can you hear?

Immerse yourself in that time and use the present tense as if it is already happening and be specific.



For example;

‘My work is being exhibited in Salford Art Gallery’.

‘I am selling artwork online twice a month’

‘I am delivering creative health and wellbeing workshops once a month’

Step Two

Where are you in **six months** time when it comes to your creative career? Immerse yourself in that moment and identify:

- What’s changed to move you towards that 12 month picture?
- What steps have you taken towards your goals?
- Have you learnt a new skill or something new about yourself that’s helped you?

Step Three

Where are you in **three months** time when it comes to your creative career? Immerse yourself in that moment and identify:

- What's changed to move you towards that 6 month picture?
- What have you tried so far and what happened?
- What can you learn from this?

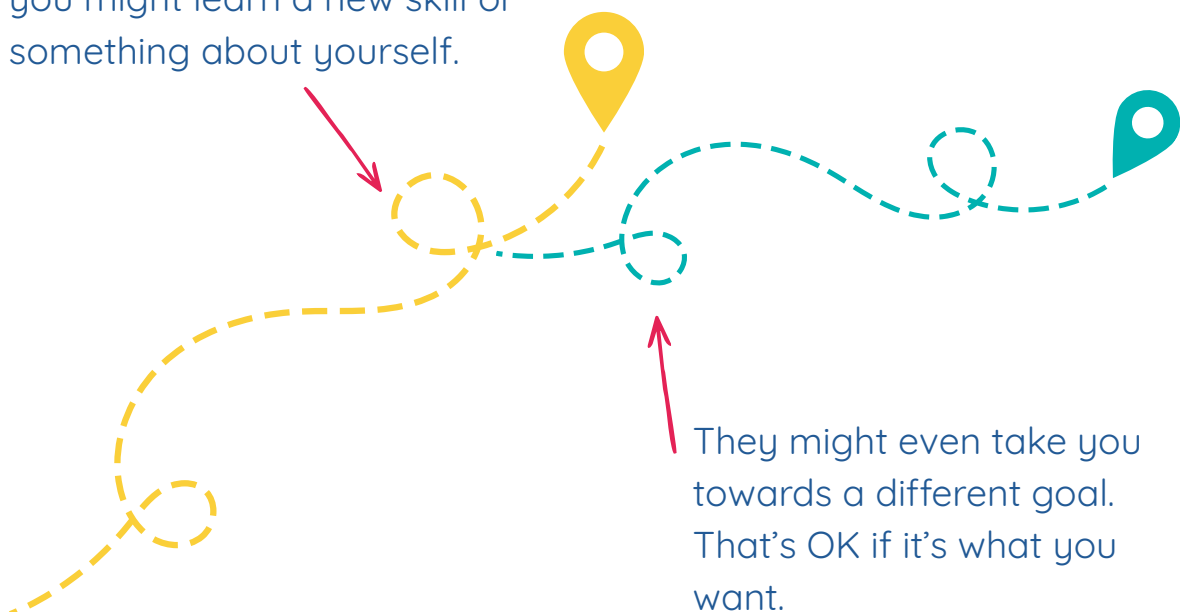
Tips to help:

- If you're struggling, ask for help from someone you trust.
- Get creative with it - make a collage or zine, write a short story, etc - whatever helps you imagine your future goals.
- Three is the magic number - try breaking bigger goals down into three steps to help you achieve your goal.

Remember

Have a goal in mind that is informed by your values and what you want for yourself, but stay open to opportunities along the way.

The loop moments might take you somewhere interesting, you might learn a new skill or something about yourself.



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[@hollyballcareers](#)



Email at
holly@careerforward.uk



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www.careerforward.uk

