

# S.M.A.R.T GOALS



SMART IS A GREAT WAY TO MAKE SURE GOALS ARE PLAUSIBLE, BUT THE OFTEN FORGOTTEN STEP IS LIKE GOLDILOCKS. GOALS SHOULDN'T BE TOO CHALLENGING, NOT CHALLENGING ENOUGH, BUT BE JUST PRECISELY THE RIGHT AMOUNT OF CHALLENGE. SPECIFIC, MEASURABLE, ATTAINABLE, REALISTIC, AND DEFINITELY TIME-BOUND. MAKE SURE YOU HAVE A LEVEL OF CHALLENGE THAT WILL CAUSE YOU TO REACH BUT NOT BECOME OVERWHELMED. HERE'S HOW SMART GOALS WORK.



## S

### SPECIFIC

GENERAL GOALS TEND TO GET LOST IN THE BUSYNESS OF OUR DAILY LIVES. WHEN YOU GET SPECIFIC WITH YOUR GOALS, YOU'RE MUCH MORE LIKELY TO ACCOMPLISH THEM.

TO GET STARTED, CONSIDER THE FIVE W'S:

WHO: WHO IS INVOLVED?

WHAT: WHAT DO I WANT TO ACCOMPLISH?

WHERE: LOCATION?

WHY: WHAT'S THE SPECIFIC REASON, PURPOSE OR BENEFITS FOR ACCOMPLISHING THE GOAL?

WHEN: WHAT'S THE TIME FRAME?



## M

### MEASURABLE

ESTABLISH CRITERIA FOR MEASURING PROGRESS ON EACH GOAL YOU SET. ASK YOURSELF: "HOW WILL I KNOW WHEN MY GOAL IS ACCOMPLISHED?" WHEN YOU MEASURE YOUR GOALS, YOU STAY ON TRACK AND ARE THAT MUCH MORE LIKELY TO SEE YOUR PROGRESS AND REACH YOUR TARGET TIMELINES—YOU ALSO TANGIBLY EXPERIENCE THE MOMENTUM THAT KEEPS YOU GOING!



## A

### ACHIEVABLE

WHEN YOU FOCUS ON ONLY THE GOALS THAT ARE MOST IMPORTANT AND MOST ACHIEVABLE TO YOU, YOU'LL BE THAT MUCH MORE LIKELY TO ACCOMPLISH THEM. IN ADDITION, YOU'LL DEVELOP THE EXACT ABILITIES, ATTITUDES, AND SKILLS TO REACH THEM. THINK OF IT THIS WAY: YOU CAN REACH ALMOST ANY GOAL WHEN YOU PLAN WISELY, WITHIN A REALISTIC TIMEFRAME—AND THE GOAL THAT MIGHT HAVE SEEMED FAR AWAY AND OUT OF REACH EVENTUALLY MOVES CLOSER AND CLOSER TO COMPLETION. SET A GOAL THAT YOU'RE WILLING AND ABLE TO WORK TOWARD. ACHIEVING YOUR GOALS HAPPENS NOT BECAUSE YOUR GOALS SHRUNK BUT BECAUSE YOU GROW AND EXPAND TO MATCH THEM.



## R

### RELEVANT

YOUR GOAL SHOULDN'T BE SOMETHING THAT IS STANDING ON ITS OWN. THINK ABOUT HOW THIS GOAL RELATES TO YOUR COMPANY'S GOALS OR TO YOUR PERSONAL OR PROFESSIONAL GOALS. HOW IS IT PUSHING YOU, OR YOUR COMPANY, FORWARD? HOW DOES IT TIE IN WITH YOUR SHORT AND LONG-TERM GOALS? IF YOUR GOAL ISN'T RELEVANT TO OTHER GOALS YOU HAVE, IT MIGHT BE DIFFICULT TO DEDICATE THE TIME AND ENERGY NEEDED TO SEE IT THROUGH. YOUR GOAL CAN (AND SHOULD) BE ASPIRATIONAL, BUT JUST MAKE SURE THAT YOU CAN REALLY MAKE SUBSTANTIAL PROGRESS. IF YOU'RE SETTING GOALS BUT NOT REACHING THEM, YOU MAY NEED TO SCALE BACK.



## T

### TIME-BOUND

EVERY GOAL SHOULD HAVE A TIME FRAME. WITHOUT ONE, YOU HAVE NO SENSE OF URGENCY TO ACCOMPLISH YOUR GOAL. IF YOU ANCHOR YOUR GOAL WITHIN A TIME-FRAME THEN YOU'VE SET YOUR UNCONSCIOUS MIND INTO MOTION TO BEGIN WORKING ON THE GOAL BEFORE THE DEADLINE YOU'VE ASSIGNED.

NOW THAT YOU KNOW WHAT SMART GOALS ARE, TAKE THE TIME TO COME UP WITH 3-5 (OR MORE!) OF THEM.