

# SMART

## Goal Setting

### **S – Specific**

Goals should be straightforward and emphasize what you want to happen. Specifics help us to *focus our efforts* and *clearly define what we are going to do*. Specific is the what, why, and how of the SMART model:

- WHAT are you going to do? Use action words such as direct, organize, coordinate, lead, develop, plan, build, etc.
- WHY is this important to do at this time? What do you want to ultimately accomplish?
- HOW are you going to do it? (by...)

Ensure the goal you set is very *specific, clear, and easy*. Instead of setting a goal to lose weight or be healthier, set a specific goal to lost 2 cm off your waistline or to walk 5 miles at an aerobically challenging pace.

### **M – Measurable**

*If you can't measure it, you can't manage it*. In the broadest sense, the whole goal statement is a measure for the projects; if the goal is accomplished then it is a success. However, there are usually several short-term or small measurements that can be built into the goal.

Choose a goal with measurable progress, *so you see the change occur*. How will you know when you have reached your goal? Be specific! “I want to read 3 chapter books of 100 pages on my own before my birthday” shows the specific target to be measures. “I want to be a good reader is not measurable.

*Establish concrete criteria for measuring progress* toward the attainment of each goal you set. When you measure your progress, you stay on track, reach your target dates, and experience the exhilaration of achievement that spurs you on to continued effort required to reach your goals.

### **A – Attainable**

When you identify goals that are most important to you, you begin to figure out ways you can make them come true. You develop the attitudes, abilities, skills, and financial capacity to reach them. You begin seeing previously overlooked *opportunities* to bring yourself closer to the achievement of your goals.

Goals you set which are too far out of your reach, you probably won't commit to doing. Although you may start with the best intentions, the knowledge that it's too much for you means your subconscious will keep reminding you of this fact and will stop you from even giving it your best.

*The feeling of success helps you remain motivated*

## **R - Relevant**

Choosing goals that **matter**. A Bank Manager's goal to "Make 50 peanut butter and jelly sandwiches by 2:00pm." may be Specific, Measurable, Attainable, and Timely, but lacks Relevance. Many times you will need support to accomplish a goal: resources, a champion voice, someone to knock down obstacles. Goals that are relevant to your boss, your team, your organization will receive that needed support.

When you choose goals that are in line with your values – and in service of a vision of your life that has you excited – you will be truly motivated.

Relevant goals (when met) drive the team, department, and organization forward. *A goal that supports or is in alignment with other goals would be considered a relevant goal.*

## **T - Timely**

Set a timeframe for the goal: for next week, in three months, by your senior year. Putting an end point on your goal gives you a *clear target* to work towards. If you don't set a time, the commitment is too vague. It tends not to happen because you feel you can start at any time. Without a time limit, there's no urgency to start taking action now.

*Time must be measurable, attainable, and realistic.*