

SMART GOALS

Goals should be specific, clear, and easy enough to actually get them done. Will you know when you've achieved each goal? It's good to share your goals with someone, e.g. a peer, coach, or manager and review them periodically.

When we state what we are going to do, then it's best to use action words, e.g. coordinate, meet, organize, build, plan... Action words are not enough though.

So, what are **SMART** goals anyway?

Specific: Be as specific as possible. Keep the 6 Ws in mind.

Who: Who is involved?

What: What do I want to accomplish?

Where: Identify a location.

When: Establish a time frame.

Which: Identify requirements and constraints.

Why: Specific reasons, purpose or benefits of accomplishing the goal.

Measurable: - Establish concrete criteria for measuring progress toward the attainment of each goal you set.

How will I know when the goal is accomplished? How many? How much?

Attainable - When you identify goals that are most important, you begin to figure out ways you can make them come true. You can attain most any goal you set when you plan your steps wisely and establish a time frame that allows you to carry out those steps.

Realistic - To be realistic, a goal must represent an objective toward which you are both *willing* and *able* to work. Stretch goals are good! Your goal is probably realistic if you truly *believe* that it can be accomplished.

Timely - A goal should be grounded within a time frame. Anchor your goal to a date or to a regular interval of time.

T can also stand for **Tangible**. A goal is tangible if you can experience it with one of your senses, e.g. see, hear, touch...

Which of the following are SMART?

- Get healthier as soon as possible.
- Lose weight right away.
- Read more books someday.
- Work out more often.
- Eat 3-4 servings of vegetables per day instead of none for a month.
- Walk briskly 5 miles per day from now until my Birthday.
- Answer the phone within 3 rings.
- Meet with two customers a week for the next 12 weeks.
- Lose 30 lbs in the next 2 weeks.
- Meet with all 10 of my staff every week.
- Answer customer requests quickly.
- Answer customer requests within 4 hours, even if it's just to say you need another 24 hours to research their issue.
- Improve public speaking.
- I will join Toastmasters in January 2008 in order to improve my public speaking skills.