



S.M.A.R.T – GOAL SETTING

Many people spend their lives drifting from one job to another, or rushing around trying to get more done while actually accomplishing very little. Setting SMART goals means you can clarify your ideas, focus your efforts, use your time and resources productively, and increase your chances of achieving what you want in life.

What does S.M.A.R.T. goal setting stand for?

Why not think of a small goal you want to set right now, personal or professional. To make your goal S.M.A.R.T., it needs to conform to the following criteria: Specific, Measurable, Attainable, Relevant and Timely.

SPECIFIC

Your goal should be clear and specific, otherwise you won't be able to focus your efforts or feel truly motivated to achieve it. When drafting your goal, try to answer the five "W" questions: Questions you may ask yourself when setting your goals and objectives are:

- What exactly do I want to achieve?
- Where?
- How?
- When?
- With whom?
- What are the conditions and limitations?
- Why exactly do I want to reach this goal? What are possible alternative ways of achieving the same?
- Which resources or limits are involved?

MEASURABLE

Measurable goals mean that you identify exactly what it is you will see, hear and feel when you reach your goal. It means breaking your goal down into measurable elements. Measurable goal should address questions such as:

- How much?
- How many?
- How will I know when it is accomplished?



ACHIEVABLE

Your goal also needs to be realistic and attainable to be successful. An achievable goal will usually answer questions such as:

- How can I accomplish this goal?
- How realistic is the goal, based on other constraints, such as financial factors?

RELEVANT

This step is about ensuring that your goal matters to you, and that it also aligns with other relevant goals. A relevant goal can answer "yes" to these questions:

- Why do I want to reach this goal?
- Does this seem worthwhile?
- Is this the right time?
- Does this match our other efforts/needs?
- Am I the right person to reach this goal?

TIMELY

Time is money! So install deadlines, for yourself and your team, and go after them. Keep the timeline realistic and flexible, that way you can keep morale high. A timely goal will usually answer these questions:

- When?
- What can I do six months from now?
- What can I do six weeks from now?
- What can I do today?