

Creating S.M.A.R.T. Goals



From Paul J. Meyer's

"Attitude Is Everything."


Specific

Measurable

Attainable

Realistic

Tangible



Specific - A specific goal has a much greater chance of being accomplished than a general goal. To set a specific goal you must answer the six "W" questions:

*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.

EXAMPLE: *A general goal would be, "Get in shape." But a specific goal would say, "Join a health club and workout 3 days a week."*



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 achievement of your goal.

To determine if your goal is measurable, ask questions such as.....

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

Attainable

- When you identify goals that are most important (**prioritize**), 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 **realistic time frame** that allows you to carry out those steps.
- Goals that may have seemed far away and out of reach eventually move closer and become attainable.






Realistic

- To be realistic, a goal must represent an objective toward which you are both ***willing and able*** to work.
- A goal can be both high and realistic; decide just how high your goal should be.
- But be sure that every goal represents substantial progress.

Realistic –2



- A high goal is frequently easier to reach than a low one because a low goal exerts low motivational force. Some of the hardest jobs you ever accomplished actually may have seemed easy simply because they were a “labor of love.”

- Your goal is probably realistic if you truly *believe* that it can be accomplished. Additional ways to know if your goal is realistic is to determine if you have accomplished anything similar in the past.

Tangible

- A goal is tangible when you can **experience it with one of the senses**, that is, taste, touch, smell, sight or hearing.
- When your goal is tangible, or when you tie an tangible goal to a intangible goal, you have a better chance of making it specific and measurable and thus attainable. **Intangible goals** are your goals for the **internal changes** required to reach more tangible goals.
- They are the behavior patterns that must be developed to pave the way to success.
- Since intangible goals are vital for **improving effectiveness**, give close attention to *tangible* ways for measuring them.



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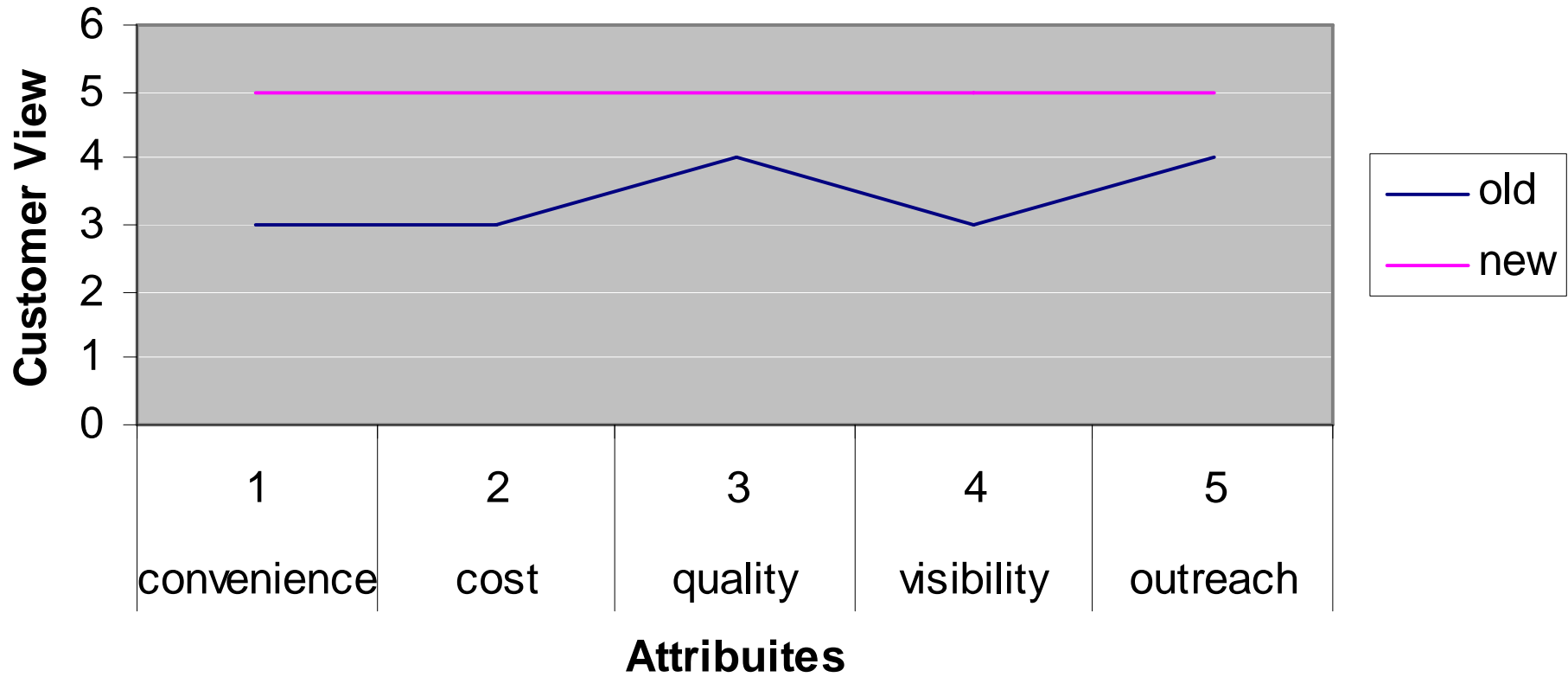
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Strategy Canvas



Performance Matrix

