

Writing S.M.A.R.T. Goals

	Description	Example
Specific	Who is involved? What do I want to accomplish? Where will it happen? Which requirements and constraints are required? Why am I doing this?	I reduce costs. becomes I will reduce the amount of money spent on office supplies.
Measurable	How much? How many? How will I know when it is accomplished?	I will reduce the amount of money spent on office supplies by 25%.
Attainable	Can this be done with time resources and skills I current have or need to acquire?	I will reduce the average amount of money spent on office supplies by 25% by working with suppliers.
Realistic	Do you <i>really</i> believe you can do this? Have you accomplished anything similar in the past?	I will reduce the average amount of money spent on office supplies by 25%. Work with suppliers to renegotiate contracts like we did with the office cleaners.
Time Based	What is the specific date or time this will be completed?	I will reduce the average amount of money spent on office supplies by 25% over the next 3 years. Work with suppliers to renegotiate contracts like we did with the office cleaners.

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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.

CAREER EXAMPLE: A general goal would be, “Get a New Job.” But a specific goal would say, “Get at least 3 interviews by March.”

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 goal.

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

How much? How many?

How will I know when it is accomplished?

CAREER EXAMPLE: If you have attended 3 interviews by March you have achieved that goal. The fact that you gave the goal a set figure i.e. 3 it makes it measurable.

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.

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. Goals that may have seemed far away and out of reach eventually move closer and become attainable, not because your goals shrink, but because you grow and expand to match them. When you list your goals you build your self-image. You see yourself as worthy of these goals, and develop the traits and personality that allow you to possess them.

CAREER EXAMPLE: When setting your goal of 3 interviews by March, consider what you will need to do to achieve this and the time that will be needed. You may need to apply for 10+ jobs

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before achieving 3 interviews. If this does not seem attainable make the goal more achievable e.g. 1 job interview by March.

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; you are the only one who can decide just how high your goal should be. But be sure that every goal represents substantial progress.

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 seem easy simply because they were a labour 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 or ask yourself what conditions would have to exist to accomplish this goal.

CAREER EXAMPLE: “I will have started a new job by June” – If you achieve your goal of attaining 3 interviews by March, then it would be reasonably realistic to assume that you will have started in a new role by June. However, saying you will be started in a new job by March may be unrealistic as your first goal was set to only achieve interviews by then.

Timely – A goal should be grounded within a time frame. With no time frame tied to it there’s no sense of urgency. If you want to get a job, when do you want to get it by? “Someday” won’t work. But if you anchor it within a timeframe, “by June 1st”, then you’ve set your unconscious mind into motion to begin working on the goal.