

Set SMART-ER Goals In 7 Easy Steps

The Goal		
Reason this goal is important to me.		
Step	Direction	Description
<u>1</u>	<p><u>Specific</u> Exactly what is it you want to achieve in your career, business or personal life? Good goal statements explain: what, why, who, where and when. If your goal statement is vague, you will find it hard to achieve because it will be hard to define success.</p>	
<u>2</u>	<p><u>Measurable</u> You must be able to track progress and measure the result of your goal. Good goal statements answer: how much, how many and how will I know when I achieve my goal?</p>	
<u>3</u>	<p><u>Achievable</u> Goals should be achievable; they should stretch you slightly so you feel challenged, but defined well enough so that you can achieve them. You can meet almost any goal by planning your steps wisely.</p>	
<u>4</u>	<p><u>Realistic</u> The goal should be stretching, but realistic and relevant to you and your company. Ensure the actions you need to take to achieve your goal are things you can do and control. Is this goal achievable?</p>	
<u>5</u>	<p><u>Time-Bound</u> Goals must have a deadline. A good goal statement will answer the question: When will I achieve my goal? Without deadlines, it's easy to put goals off and leave them to die. Also set some short-term milestones along the way to help you measure progress.</p>	
<u>6</u>	<p><u>Ethical</u> Goals must sit comfortably within your moral compass. Most people resist acting unethically. Set goals that meet a high ethical standard.</p>	
<u>7</u>	<p><u>Recorded</u> Record your goal and progress towards it. Written goals are visible and have a greater chance of being completed successfully. Recording is necessary for planning, monitoring and reviewing progress. Is your goal written down?</p>	