

THE POWER OF CREATING S.M.A.R.T. GOALS

Specific, Measurable, Attainable, Realistic, and Time Sensitive

by Beth Armknecht Miller



Setting, writing, and tracking goals can be one of the most powerful tools you have to attain personal and professional success. When your goals are in writing, they become more real than if they remain only in your mind.

1

BE SPECIFIC

A goal that is described in specific terms has a much greater chance of being accomplished than one described in general terms. Answering the following six questions can help to create a goal that is specific.

WHO	Who is involved?
WHAT	What needs to be accomplished?
WHERE	Is there a specific location where you need to be?
WHEN	When will you start and complete the goal?
WHICH	Which requirements and constraints will impact success?
WHY	Why is the goal important? 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 the ABC health club and workout 3 days a week for a minimum of a half an hour.”

2. MAKE IT MEASURABLE

Establishing concrete criteria for measuring progress toward the attainment of each goal you set will help you to measure your progress, and stay on track to meet your target dates.

To determine if your goal is measurable, ask the question: “**How will I know when my goal is accomplished?**” Some goals are harder to measure than others. For those difficult goals, ask yourself, what will things look like when your goal is accomplished?

EXAMPLE:

Your goal may be to get more organized. How do you measure this? Ask yourself what being organized will look like. It could be that all papers are filed each Friday in the correct folder. So each Friday you would check your paper and files to see if you have accomplished your goal.

3. GOAL IS ATTAINABLE

When you identify and prioritize your goals, you begin to figure out ways to accomplish them. You will develop the energy level for attainability including: attitudes, abilities, and skills to reach them. You can accomplish most goals you create when you develop a plan. Goals that may have seemed unattainable eventually move closer and become attainable. When you list your goals you build your self-image and develop the traits, personality and habits to achieve your goals.

4. MAKE IT REALISTIC

A realistic goal must represent an objective that you are both willing and able to work towards. Be sure that every goal represents substantial progress. A high goal is often easier to reach than a low one because a low goal exerts low motivational force. Some of the hardest jobs you ever accomplished actually seemed easy because you were fully engaged in the process.

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 ask yourself if you have accomplished anything similar in the past or what conditions would have to exist to accomplish this goal.

5. CREATE TIME SENSITIVITY

Goals should be grounded within a time frame. The lack of a time frame provides no sense of urgency in accomplishing the goal. If you want to lose 20 lbs, when do you want to lose it by? If you anchor the goal within a time frame, “by June 30th”, then you’ve set your unconscious mind into motion to begin working on the goal.



Beth Armknecht Miller's passion for learning, and dedication to helping others, are strands woven throughout her distinguished career, which continue to guide her work with Executive Velocity, a top talent and leadership development advisory firm.

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Beth Armknecht Miller



<http://executive-velocity.com>



beth.miller@executive-velocity.com



678.579.9191