

SMARTER GOALS

Setting SMARTER Goals in 7 Easy Steps

Name	
Goal	
Date	
Reason this goal is important to me	

Step	Concept	Description
1	<u>S</u>pecific Exactly what is it you want to achieve in your business or personal life? A good goal statement explains the what, why, who, where and when of a goal. If your goal statement is vague, you will find it hard to achieve because it will be difficult to define success.	
2	<u>M</u>easurable You must be able to track progress and measure the result of your goal. A good goal statement answers the question, how much or how many. How will I know when I have achieved my goal?	
3	<u>A</u>chievable Your goal must be relevant to your stakeholders, achievable and agreed with them. Examples of people to agree your goal with are your line manager, employees and customers.	

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4	<u>Results Orientated</u> Your goal should be stretching, but realistic and relevant to you and your company. Make sure the actions you need to take to achieve your goal are things within your control. Is your goal achievable?	
5	<u>Time-Bound</u> Goals must have a deadline. A good goal statement will answer the question, when will I achieve my goal? Without time limits, it's easy to put goals off and leave them to die. As well as a deadline, it's a good idea to set some short-term milestones along the way to help you measure progress.	
6	<u>Exciting</u> Goals must sit comfortably within your moral compass. Most people resist acting unethically. Set goals that meet a high ethical standard and excite participants to participate.	
7	<u>Recognized</u> Always write down your goal before you start working towards it. Written goals are visible and have a greater chance of success. Recognizing is necessary for the planning, monitoring and reviewing of progress.	