

Making Goals SMART

SMART Goal Setting

SMART is short for, Specific, Measurable, Appealing, Realistic, Time phased. It is a management tool that you can apply in setting your goals and objectives. Start working **SMART** not **harder**.

S - Specific

A goal or an objective must be to the point. It must define a specific outcome. Instead of writing

A goal like: "**I need to increase sales.**" Which is too vague try stating what the specifics of this goal are.

- How many new clients?
- By when will you want these sales and how will you attract them?

M - Measurable

Any goal or objective must be measurable. If individuals can experience success in reaching a goal, it will lead to motivation and determination to do more or to do better.

A - Attainable

It is important to know your capabilities. Any goal or objective must be within reach. The "Extra sales" must be attainable. If you only convert 1 new client a year then aiming to attract 20 in such a short timetable is not achievable and will lead to negative experiences and subsequently lead to low self-esteem and a lack of motivation to try again.

R - Realistic

The measurable parts of a goal must **NEVER** be too easy or too difficult. If attracting 20 clients is really what you want, aim for it but look at the time scale to fit in with what you know will be hard but within reach. By breaking the goal up you give yourself more manageable chunks to achieve. Make adjustments, and in due time, you will facilitate the final goal.

T - Time Phased

Every goal or objective must be linked to time. If there is no time line to it, there are no deadlines. It is important to work according to deadlines, because it makes it easier to measure and to determine success.

Time must be measurable, attainable and realistic.

The **SMART** way to do business

121 business coach