

## SMART GOALS – Attributes and examples

**SPECIFIC** – This part of the goal is not vague, fuzzy, but specific. I want to be a **better** colleague this year. I will **not complain or be negative** around coworkers.

**MEASURABLE** – This is a function of being specific. When a goal is measurable you know when you have met it or not. It also heightens our motivation and keeps us accountable. I want to **get in shape**. I want to lose **20 pounds**.

**ATTAINABLE** – A good goal will stretch you but is not impossible to achieve. It must be conceivable that the goal can be met. It should not be so far out that you feel defeated before you start. If you need to **lose 100 pounds**, it is daunting. Set a goal for smaller, more attainable results – **20 pounds at a time**.

**RELEVANT** – Does it fit with your values and beliefs? Is it consistent with your total plan for your life or business? If it doesn't matter, it shouldn't be a goal in the first place. It is **YOUR** goal, you need to own it and if you can't, don't make it a goal.

**TIME-BOUND** – There is a deadline. It makes it more specific and keeps a healthy pressure to achieve it. We all need healthy pressure. I want to lose 20 pounds **in 4 months**.

If we set our goals **SMART-ly**, we are more apt to achieve them. That, of course, is the goal of every goal!

For one last exercise, let's work through an business goal that may apply to all of you.

### **Our organization needs volunteers.**

**Goal Statement: Our organization will increase volunteer base with ten individuals by end of 2<sup>nd</sup> quarter, by trained Board Members speaking at civic organizations and churches listed below.**

**Specific**      increase volunteer base, 10, trained, lists of churches

**Measurable** 10, by end of 2<sup>nd</sup> quarter

**Attainable** 10, not 100; 6 months, not 4 weeks, speaking engagements

**Relevant**    churches and civic groups are good sources for volunteers

**Time Bound**    by end of 2<sup>nd</sup> quarter