

S.M.A.R.T. GOALS

S.M.A.R.T. Goals are effective in creating obtainable goals for personal or business success. They also help identify strengths and weaknesses and potential collaborators.

SPECIFIC - What are you trying to achieve? Who will you need to work with? When do you hope to achieve this? Why do you want to set this goal?

MEASURABLE - How will you know that you have met your goal? What are the signs of success? What represents success?

ACHIEVABLE - How realistic is your goal to be achievable in the time frame you have set? What skills do you/your business have to contribute to achieving this goal?

RELEVANT - Why is this goal important to me/my business at this time? What area of my business does this goal relate to? How does this relate to the actions we already have or need to set in place?

TIME BOUND- What is your deadline date? Why did you choose this date? Should you include progress check dates?

S.M.A.R.T. Goal – After breaking down your goal into the five components, rewrite your goal to include each aspect you have listed above.