Setting SMARTER Goals in 7 Easy Steps

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| Name |  |  |
| Goal |  |  |
| Date |  |  |
| Reason this goal is important to me |  |

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| Step | Concept | Description |
| 1 | SpecificExactly 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 | MeasurableYou 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 | AgreedYour goal must be relevant to your stakeholders and agreed with them. Examples of people to agree your goal with are your line manager, employees and customers. |  |
| 4 | RealisticYour 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 | Time-BoundGoals 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 | EthicalGoals must sit comfortably within your moral compass. Most people resist acting unethically. Set goals that meet a high ethical standard. |  |
| 7 | RecordedAlways write down your goal before you start working towards it. Written goals are visible and have a greater chance of success. The recording is necessary for the planning, monitoring and reviewing of progress. |  |