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S.M.A.R.T.E.R. Goals Defined

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There's always room for improvement. Two-Minute Reads are a free tool you and your organization can use just for that reason.

The SMART acronym is a goal setting tool used to ensure goal achievement success. We suggest goal setting can be improved by turning SMART goals into SMARTER goals. Take a look...

Specific

- A clearly defined goal will provide a target and means of measurement.
- To set a specific goal you must answer the six "W" questions:
 1. Who: Who is involved?
 2. What: What do I want to accomplish?
 3. Where: Identify a location.
 4. When: Establish a time frame.
 5. Which: Identify requirements and constraints.
 6. Why: Specific reasons, purpose or benefits of accomplishing the goal.

Measurable

- Establish concrete criteria for measuring results and progress (milestones) toward the attainment of each goal you set. When you measure your progress, you stay on track, reach your target dates, and experience the exhilaration of achievement that spurs you on to continued effort required to reach your goal.

To determine if your goal is measurable, ask questions such as....

1. How much?
2. How many?
3. How will I know when it is accomplished?
4. What are milestones?

Achievable

- Goals are different from a vision or dream. A vision or dream is about possibilities. Goals are about results.
- When setting goals it is critical that we choose a direction that is doable. Some goals may require a large stretch in our abilities, and others may not.
- Goals again are about results – not necessarily how you have grown, stretched, failed or become a better human being – these are benefits that our goal achievement can provide.
- The real question is whether the goal is possible for you at this point in time.

Relevant

- Goals/targets must be linked to department and organization targets and ultimately to the strategic plan of the organization.
- The goals must accomplish what is important to the job at hand.
- Goals must not duplicate other efforts.

Time-bound

- Goals need to have a real target date for completion.
- Target dates help for a few different reasons.
 1. It helps to create a sense of urgency around the goal.
 2. It helps with setting priorities as we balance all the goals & activities we are working on.
 3. It is from a target date that effective milestones can be set.
 4. It allows for a greater sense of accomplishment and closure with goal success

Earnest

- Earnest is having an intense, vigorous and serious focus and state of mind.
- It is our true intention about successfully accomplishing our goals.
- If we approach a goal half-heartedly, we can expect the same type of results.
- If we align our intentions to our target, we have a much greater chance at hitting a bulls-eye.
- Goal achievement is rooted in our commitment level. A stronger commitment level combined with the ability to focus will generate a much greater likelihood for success.

Recorded

- Goals need to be written down.
- Phrased positively and in the present tense.
- Gives you the ability to easily share your goals with others.
- There is power in publicly sharing your goals. First it allows for people to provide input which can help your success.
- Second when you make a public statement it forces your commitment level up and allows others to help hold you accountable.
- Third sharing your goals can inspire and motivate others to do the same.

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