



GOALS

IT'S BEST TO AVOID STANDING DIRECTLY BETWEEN A COMPETITIVE JERK AND HIS GOALS.

Creating SMART goals



Specific

Measurable

Attainable

Realistic

Timely (and **T**angible)

Creating **specific** goals

A **specific** goal has a much greater chance of being accomplished than a general goal.

A general goal would be, "Get in shape." But a specific goal would say, "Join a health club and work out 3 days a week."

Creating **specific** goals

To set a specific goal you must answer the six "W" questions:

Who: Who is involved?

What: What do I want to accomplish?

Where: Identify a location.

When: Establish a time frame.

Which: Identify requirements and constraints.

Why: Specific reasons, purpose or benefits of accomplishing the goal.

Creating measurable goals

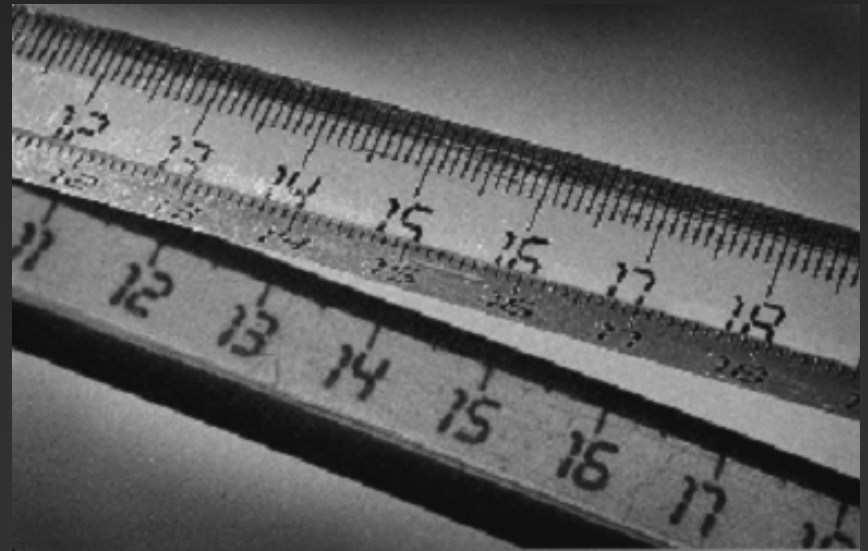
Establish concrete criteria for measuring progress toward the attainment of each goal you set.

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.

Creating measurable goals

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

- How much?
- How many?
- How will I know when it is accomplished?



Creating **attainable** goals

When you identify goals that are most important to you, you begin to figure out ways you can make them come true.

You **develop** the attitudes, abilities, skills, and financial capacity to reach them. You begin seeing previously overlooked opportunities to **bring yourself closer** to the **achievement** of your goals.

Creating attainable goals

You can attain most any goal you set when you plan your steps wisely and establish a time frame that allows you to carry out those steps.

Goals that may have seemed far away and out of reach eventually move closer and become attainable, not because your goals shrink, but because you grow and expand to match them.

When you list your goals you build your self-image. You see yourself as worthy of these goals, and develop the traits and personality that allow you to possess them.

Creating **realistic** goals

To be realistic, a goal must represent an objective toward which you are both *willing* and *able* to work.

A high goal is frequently easier to reach than a low one because a low goal exerts low motivational force. Some of the hardest jobs you ever accomplished actually seem easy simply because they were a labor of love.

Creating **realistic** goals

To determine if your goal is realistic, ask questions such as:

- Do I **truly believe** that it can be accomplished?
- Have I accomplished anything **similar** in the past?
- Can I **identify the conditions** that would have to exist to accomplish this goal?

Creating **timely** goals

A goal should be grounded within a time frame. With no time frame tied to it, there is no sense of urgency.

When do you want to accomplish your goal? “Someday” won't work. But if you anchor it within a timeframe (“by May 1st”), then you have already set your unconscious mind into motion to begin working on the goal.

T

can also stand for **Tangible**

A goal is tangible when **you can experience it** with one of the senses, that is, taste, touch, smell, sight or hearing.

When your goal is **tangible** you have a better chance of making it **specific** and **measurable** and thus **attainable**.