

## It's a new year for smart goals

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How well did you perform to your goals and objectives last year? Did last year's accomplishments move you closer to your long range goals? What do you plan on accomplishing in the next six months, one year, eighteen months?

There's one sure way to survive and even thrive this year and that is to plan and act for your future. Develop short range goals that can help you accomplish long range objectives.

Whether your goals include increasing revenue, improving client service, or improving communications make it a smart goal. Smart goals are simply:

**S** = Specific  
**M** = Measurable  
**A** = Attainable  
**R** = Realistic  
**T** = Timely

- **Specific:** A specific goal has a much greater chance of being accomplished than a general goal. 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
- **Measurable:** 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.

To determine if your goal is measurable, ask questions such as.....How much? How many? How will I know when it is accomplished?

- **Attainable:** 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.

- **Realistic:** To be realistic, a goal must represent an objective toward which you are both *willing* and *able* to work. A goal can be both high and realistic; you are the only one who can decide just how high your goal should be. But be sure that every goal represents substantial progress.
- **Timely:** Set a timeframe for the goal: for next week, in three months, by year end. Putting an end point on your goal gives you a **clear target** to work towards.

If you don't set a time, the commitment is too vague. It tends not to happen because you feel you can start at any time. Without a time limit, there's no urgency to start taking action now.

**Time must be measurable, attainable and realistic.**

Everyone will benefit from goals and objectives if they are SMART. SMART, is the instrument to apply in setting your goals and objectives.