

# GOAL SETTING

The best way to measure success is to set clear goals that align with the mission of your organization.

SMART is a useful acronym when developing your goals:

**Specific** - A specific goal has a much greater chance of being accomplished than a general goal. To set a specific goal you'll need a who, what, when, where and why.

**Measurable** - Establish concrete criteria for measuring progress toward the attainment of each goal you set. When you measure your progress, you stay on track. 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. You can attain most any goal you set when you plan your steps wisely and establish a timeframe 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.

**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. 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 seemed easy simply because they were a labor of love. Your goal is probably realistic if you truly believe that it can be accomplished.

**Timely** - Set yourself a timeframe. When will you achieve this goal? How will you track it? Timely helps keep you moving forward.