

GoalGETTER Action Tip

GoalSETTING the SMART WAY

Destiny is not a thing to be waited for; it is a thing to be achieved –William Jennings Bryan

The most critical step to achievement is setting appropriate goals. I'll bet you can, at this very minute, make a list of 5 things you could do to get better results. **HOWEVER**, just because you **KNOW** what to do, doesn't mean you actually **DO** what it takes, **RIGHT?** *If you're SERIOUS about GOAL ACHIEVEMENT and ready to propel yourself and your organization to the next level, you should know that **consistent goal achievement begins with effective goal setting!!!***

If you are already familiar with the SMART model for goal setting, ask yourself how often your goals actually reflect this tried and true format. And whether you've used this format in the past or this is your first exposure, what if you adopted this simple, proven method? What if you increased your goal setting effectiveness by just 20%? What would that do for your goal **GETTING**...how would it benefit you, your business and your life? I challenge you to give it a try.

The SMART acronym reminds us that goals should be **Specific, Measurable, Attainable, Realistically High and Timebound**. For the next week, practice using the SMART format when setting all of your goals. Here's the key:

Specific

Specific goals lead to results. Hazy goals do not turn into results. Effective goals are exact, precise, definite and unambiguous.

Measurable

You get what you measure and what you measure increases exponentially. Measurable is defined as quantifiable, assessable, and able to be gauged as opposed to indeterminate. Express goals in terms that are measurable, so that you can tell when you have achieved them.

Attainable

Attainable goals are within reach, possible, achievable and realistic. Unattainable or impossible goals are demotivating.

Realistically High

Your goals should be challenging, but realistic. Well developed goals are lofty and worthy of accomplishment. They are high enough to be a challenge while still being attainable.

Timebound

Effective goal getters set target dates for goal completion. This is especially important for the 90% of the population motivated more by deadlines than by the promise of a reward.



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In addition to SMART goals, consider the following:

Written

It is a proven FACT that written goals are achieved more often and to a greater degree than those kept in your head. Writing goals adds sensory reinforcement...if you merely think of a goal, there is no action, nothing tangible.

If you write a goal, your thoughts are reinforced by the physical action necessary to record it and the visual impact of seeing the goal on paper or screen. This reinforcement helps you internalize your objectives and makes it more likely that you will accomplish what you want to achieve.

Aligned

Goals that are not in harmony with your Vision, Values, and other priorities will be difficult to accomplish. Look at goals you set in relation to your other commitments and responsibilities.

Yours

Have you ever agreed to do something that you really didn't want to? Well, setting a goal because it's someone else's idea of what's appropriate for you is a common mistake and sure path to disappointment. Be honest with yourself when establishing goals and make sure you are choosing them because you really want to, not because you are expected to.

Winners have discovered that effective goal SETTING is one of the secrets for getting RESULTS. Keep yourself focused on continuous progress and make SMART WAY goal-setting one of your daily success habits.

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