

SMART Goals

When working on goal setting and achieving with clients, as their business adviser I instruct them that when setting goals and objectives for their self or their business, the goals and objectives need to have certain attributes to be effective. I show them the acronym **SMART** to remember the attributes.

SMART stands for:

S is for Simple. Your goals should be clear and easy to describe. You want to weigh 175 pounds, or save \$10,000 this year. Your goal is to run a marathon or to purchase a computer by the end of the year. If it takes more than 25 words to describe your goal, simplify it!

S also stands for Significant. Don't waste time chasing trivial goals! If you are merely thinking about a goal, forget it! Goals must have significance for you. Choose things that are important, that get you excited, things that will make a difference in your life.

M is for Measurable. A goal without a specific result is just a pipe-dream. You can't achieve a pound of "happiness", or a foot of "self-esteem", but you CAN get a new job. You CAN run a mile in under 7 minutes or do 100 sit-ups. You CAN spend Saturdays as a family, or increase your sales by 10% this month. Someone has wisely said, "**What gets measured gets done!**"

A is for Achievable. "Goals should be just out of reach, but not out of site." You want to stretch yourself, not strain after impossible dreams. If you haven't run in years, don't set a goal to run a marathon! Your brain won't "buy it"! Set a goal to run around the block, and then set a new goal to run for 20 minutes. Then, go farther. Nothing succeeds like success! Set goals you can and will ACHIEVE, then aim higher!

R is for Rational. To reach your goal, you will need a plan, a path, and a vehicle for getting there. Your goals should make sense when you explain them to family and friends. You can become a millionaire by methodically saving 10% of your income; you probably won't get rich playing the lottery. Play the odds, have a plan, and work your plan!

T is for Tangible! Choose goals that you can see, hear, smell or touch. Go for things your senses will enjoy and that you can clearly visualize. The brain has a hard time going for "financial security", but it can visualize a bank statement with large numbers on it! Even things like "peace of mind" are more powerful if you re-word them in terms of a meditation room in your house, or an hour a day, just for you.


Remember to keep your Goals & Objectives concise and measurable – those items which can be measured will improve. Measure them often – at least quarterly, more likely monthly. I measure my marketing goals weekly, though that may be too much for you.



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