

Setting S.M.A.R.T. Goals

Setting Goals is a critical step in gaining the skills needed to run your own company. Although we all know that in order to arrive at some destination we need a route, as business owners we are often so busy running that we are not aware of the fact that we do not have a SPECIFIC destination in mind. Simply put; I hear it all the time, “I’m too busy to plan”... TROUBLE!

Goals can be self-defeating. Sometimes they are unclear, sometimes unrealistic. A goal that moves us forward is what I call USEABLE. By useable I mean a statement that has enough embedded substance that it helps you to attain what you need!

A goal might be to hold a weekly project meeting with the key members of your team or to train a new employee is a specific task. Whatever you want to do start with the end in mind and write out a SMART Goal statement that helps define and accomplish your goal.

Instead of a single definition this presentation of SMART has a number of slightly different variations, which you can use to provide a more comprehensive definition for goal setting:

S - specific, significant, stretching

M - measurable, meaningful, motivational

A - agreed upon, attainable, achievable, acceptable, action-oriented

R - realistic, relevant, reasonable, rewarding, results-oriented

T - time-based, timely, tangible, trackable

These broader definitions will help you build goals that will be more useable. Pick the definitions that best suit the project at hand. Create your goals statement and make it happen.

Goals by their nature REQUIRE an execution plan – go to it. Shoulder to the wheel!!! Use the worksheet below and create your own first SMART Goal.

SMART Goals WORKSHEET

Specific



- Well defined
- Clear to anyone that has a basic knowledge of the project
- Numbers; money, calls, time etc

Measurable

- Know if the goal is obtainable and how far away completion is
- Know when it has been achieved
- Numbers; how much currently, how much to go

Agreed Upon

- Agreement with all the stakeholders what the goals should be
- Meetings and signatures, clear written or verbal statements

Realistic

- Within the availability of resources, knowledge and time
- Perhaps a spread with low end success and best case success

Time Based

- Enough time to achieve the goal
- Not too much time, which can affect project performance
- Schedules used to focus effort, resources and accountability

Write out a goal and make sure it has all the elements above.

Now that you have a goal – What are you going to ***do***?
