

## SETTING GOALS THAT WORK

**Goal:** “An aim or an end in mind.”  
*Aim* relates to direction  
*End* relates to outcome

### S.M.A.R.T. GOALS

You may have seen this concept before. Want to know how it really needs to be done? Let's look at what it says, before we look at how to make it work.

<b>S</b>	<b>Specific Simple</b>	Specify the outcome in detail. Keep it clear and uncomplicated – a single outcome. Specify what you want, not what you want to ‘not have’ – avoid the ‘pink elephant’ trap.
<b>M</b>	<b>Measurable Meaningful to you</b>	How will you know you have it? Make it compelling and exciting. Where, when, how, and with whom do you want it?
<b>A</b>	<b>Achievable As if All areas of your life</b>	Is it actually achievable? What do you need? Act ‘as -if’ you have what it takes. And remember, you can set goals in all areas of your life.
<b>R</b>	<b>Realistic Resources Respons-ible/ -able</b>	Are you really going to do it? What is the reality check here? Is it something YOU can make happen, which does not rely on others (responsible)? Responsible means check the consequences – are you comfortable?
<b>T</b>	<b>Timed</b>	State the precise time when it happens. Avoid ‘free drinks tomorrow’ trap. State it as if it has happened / is happening.

This may be all you want to see. Hover, if you want to look more closely at how to make this work in practice, then I'll be delighted to email you my two-page guide (it's free)...