



**Planning**

**Setting SMART Goals**

# more money for shoes

## Setting SMART Goals

Setting goals is a great thing to do but unless they are SMART, then really they're more of a wish. As you begin to set your goals, whether they be personal goals or business goals, make sure that you answer the questions below as you set them. That way you can ensure that they are real, tangible, achievable goals and not simply vague wishes of things you maybe hope to achieve one day...

### Are your goals SPECIFIC?

- Do you know who is involved?
- Do you know what you are going to do?
- Do you know where it will happen?
- Do you know when it will happen
- Is this something that is important right now or is there another goal that needs to come first?

### Are your goals MEASURABLE?

- Is it measurable? Is there a time frame, an end date and a quantity or number that you can track against?
- Do you have concrete (or really firm) criteria for measuring your progress?
- Have you identified several short term or small measurements to check everything is on track?
- Have you asked questions such as how much, how long, how many and how will I know it is accomplished?

### Are your goals ATTAINABLE?

- The goal needs to be a stretch i.e. enough to grow and expand while making sure its not too far out of reach

### Are your goals REALISTIC?

- Are you willing and able to achieve the goal?
- Have you devised a plan that is realistic, taking into consideration your current situation and circumstances?
- Have you set the bar high enough to increase your motivation? Or alternatively, is the goal too easy to achieve? If yes, then you need to take another look at it.

### Are your goals TIME BOUND?

- Have you set a clear deadline to work towards – an end date?
- Have you set a clear start date to begin working towards your goal?
- Have you developed a plan to keep focused on the deadline? (This will create an urgency to start working towards the goal )