



# A Guide to Strategic Goal Setting

**ACHIEVEMENT ADDICT**

# Goal Setting Using the S.M.A.R.T. Formula

**Goal setting** is an essential skill to develop when you want to set a course to achieve greatness in any area of your life. It may seem simple, and yes, setting a goal is simple! Designing your goal and staying on track to achieve your goal is the hard part.



## The Importance of Goals

Why bother setting goals? Successful people are always guided by a vision of their future state. Albert Einstein told us, "If you want to live a happy life, tie it to a goal, not to people or things." While Tony Robbins reminds us that, "Setting goals is the first step in turning the invisible into the visible." To achieve our own personal version of happiness, it is critical that we align our values, beliefs and passions. When we do this, we set the foundation for personal success.

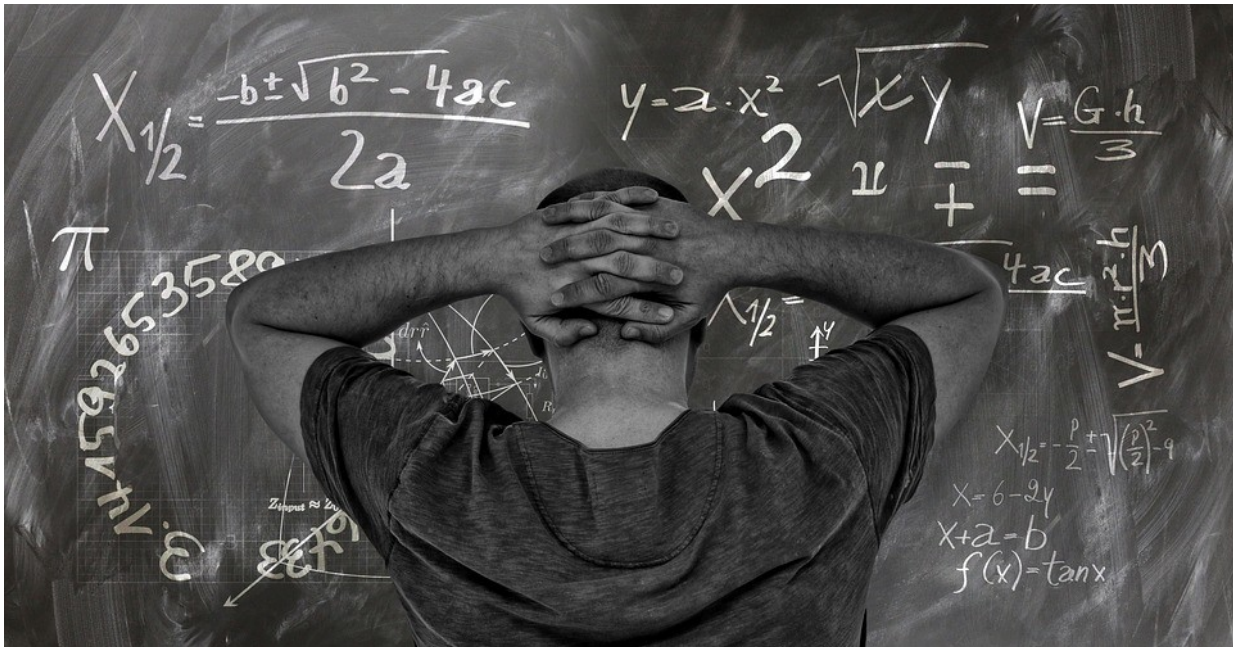
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"If you aim for nothing, you'll hit it every time."  
~Zig Ziglar

## Learning to Set Goals

Most people feel like they are not in control of their own life. They work hard but cannot seem to make any progress. One of the main reasons they feel this way is because they have not taken the time to consider what they want out of life and where they want to go! Once you have taken the time to determine your destination; goal setting can provide a map to guide you.

Learning to set goals will transform your life forever. Without goals, you lack focus and direction. And by not setting clear goals, you willingly let your external environment control your life. Going with the flow is okay occasionally but there are times when we need to take control of our direction and destination. Goal setting gives you the tools to take control and set your direction.



# Goal Setting Using the S.M.A.R.T. Formula

## Goal Setting Formula

In this e-book, we are going to examine the S.M.A.R.T goal setting formula. You've likely heard of it. This approach has been around for a long time, and there's a reason why. It works! Meaning it improves the chances of your goals being achieved in a big way. It is generally accepted that the origin of S.M.A.R.T. came from Peter Drucker in the early 1950s. In his 1954 book titled, *The Practice of Management*, Drucker outlines five components that organizations should put into practice, one of which being the translation of organizational objectives into S.M.A.R.T. goals. The original definition identified five components: Specific, Measurable, Attainable, Relevant and Time-Bound. Let's take a closer look at each one of the components:

**S is for SPECIFIC** The more defined the goal, the more clarity you will have and the easier it will be to set a direction and stay motivated. Ambiguous goals produce ambiguous results. To start, think about what it is that you want to accomplish and why it's important to you. Afterwards, consider where and/or how you will achieve it.

**M is for MEASURABLE** Always set goals that are measurable—I would say “specifically measurable” to take into account our principle of being specific as well. Our goals should be such that we know when we are advancing and by how much. Financial goals can be the easiest to measure because you can see the numbers, but other goals are not so easily measured. Ask yourself how you will know when the goal has been accomplished. Establish concrete criteria for measuring progress on your goal. When you can measure, you stay on track with target dates, which also spur you on. Ask: How much? How many? How will I know when it's accomplished?

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**A is for ATTAINABLE** Your goal needs to challenge you, but not be impossible. Identify any possible restraints to your goal and then ask yourself if the goal is still plausible. One of the detrimental things many people do—and they do it with good intentions—is to set goals that are unattainable. While it's very important to set big goals that cause your heart to soar with excitement, it is also imperative to make sure they are attainable.

**R is for RELEVANT** Some definitions use Realistic for the “R”, suggesting that a goal has to be something we can reasonably make real given the available resources. While I somewhat agree with this notion, I find it far more helpful to think in terms of relevancy. A goal that is highly relevant to you means that you are both willing and able to work towards it because it is highly motivating. At this stage, assess if this goal is in alignment with your desires and is something you are willing and able to work towards. Ensure that your goal is something that is important to you!

**T is for TIME-BOUND** Every goal should have a timeframe attached to it. Goals need a deadline. When we have a deadline, it instills in us a sense of urgency, and we are more likely to work towards the achievement of that goal. The very act of setting deadlines along the way sets your unconscious mind into motion. “Someday” won't work; “two weeks from today” will! Now, let's look at an example. Suppose you want to run a 10K. Goal: To run a 10K. How do you feel about that language? Is it vague? Can this be improved?

**Specific:** How far do you want to run? Why do you want to achieve this? etc.

**Measurable:** How will you measure progress? Do you have a running log? etc.

**Attainable:** Are you fit to run? Do you have time set aside to train? etc.

**Relevant:** Why is this meaningful to you? Does it align with your values? etc.

**Time-based:** By when?

# Goal Setting Using the S.M.A.R.T. Formula

**S.M.A.R.T. GOAL:** I will run a 10k in under 55 minutes at 5:00pm on May 23, 2020. Time to act!

Let's work on your own S.M.A.R.T. goal.

S.M.A.R.T.	Considerations	It's Your Turn!
S is for SPECIFIC	What do you want to achieve? Why do you want to achieve it? What kind of assistance will you require?	_____
M is for Measurable	How will you measure progress toward your goal? How will you know when you have achieved your goal?	
A is for Attainable	What actions are required to ensure you achieve your goal? Do you have the means necessary to achieve your goal?	
R is for Relevant	Why is this goal meaningful to you? Is it aligned with your purpose and values?	_____
T is for Time-bound	How long will it take to achieve your goal? Can it be broken down into smaller goals? What is your timeline?	

**“By recording your dreams and goals on paper, you set in motion the process of becoming the person you most want to be. Put your future in good hands—your own.” ~ Mark Victor Hansen**

## Goal Setting Using the S.M.A.R.T. Formula

Your S.M.A.R.T. Goal:

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“Goals. There’s no telling what you can do when you get inspired by them. There’s no telling what you can do when you believe in them. And there’s no telling what will happen when you act upon them.” ~ Jim Rohn



# ACHIEVEMENT ADDICT

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Brandon is an Artist, Entrepreneur, Strategist, and a Credentialed Practitioner of Coaching. He is also certified in Change Management. He has a passion for personal growth, human achievement, as well as mental and physical wellness. Brandon works with clients to help them achieve their vision of extraordinary! In doing so, he has been given the opportunity to learn the true power of serving and of gratitude. He is a former professional dancer with Canada's Royal Winnipeg Ballet and holds an undergraduate degree in finance and a graduate degree in public administration. His greatest gift is that of being a father to three amazing people.

