

Making your Mark Online

SMART Goals

Ever feel like your goals just don't inspire you to take action? Is the one thing you remember when you reach your goal is how hard it was to get there? Then your goals may not be SMART!

SMART is an acronym for goals that are: specific, measurable, attainable, relevant and time-based.

A **specific** goal is simple and easy to describe. When you set goals for yourself, are they specific and precise? "I want to be happy" is not specific. "I want to live happily in Hawaii" is specific. Your personal power lies in clarity.

A **measurable** goal is one that has a specific outcome. How will you know when you've achieved your goal? If someone were to videotape you reaching your goal would it be obvious whether you achieved your goal or not? For example, the goal of saving \$10,000 in a year is measurable. On December 31st you have either reached the goal or not. It can be easily measured.

An **attainable** goal is one that allows you to stretch, but is not impossible. Let's say you want to make a million dollars. Great goal. But, if you are currently out of work or are not saving money, this goal is currently not achievable. If financial prosperity is a goal, start by getting work or saving/investing and then move on to the next attainable goal as you work towards your vision.

A **relevant** goal is one that has meaning for you. It is not just a good idea or a "should". It reflects who you are and what you value as a human being. Pick something that gives you joy. If you want to lose weight connect that desire to a larger intention. Living a healthy and fit life is the larger intention that makes the weight loss goal relevant. Choose things that are important to YOU and that make a difference in your life.

A **time-based** goal is one that has an end date. Even if you don't know if you can accomplish your goal in the time you've set for yourself set a date anyway. The mind responds to specifics. Setting a date and creating a plan or path for the goal will notify your mind you mean business!

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