

S.M.A.R.T

GOAL SETTING

Setting goals is important for achieving success, and providing clarity, direction, importance, and meaning to decision making. It is particularly useful if you need motivation and want to be in control of your actions and their consequences.

Based on research and practical experience, goal setting techniques are processes that allow you to measure and chart your progress. It helps establish where you want to be, how to get there, and how close you are to reaching your goal.

A popular tool used for goal setting is the S.M.A.R.T. acronym.



S.M.A.R.T



S

SPECIFIC

A specific goal is straight forward, clearly defined and makes sense to pursue. In making your goals specific, you are able to identify more clearly what you want to achieve (your target), who is involved, and the requirements and constraints. As a result, the more specific your goal, the greater the chance for success and the shorter the path to it.

M

MEASURABLE

A measurable goal allows us to determine when a goal has been met and monitor our progress, which encourages us to remain focused on the goal and motivated to meet deadlines. Every step toward success is not only worthy of acknowledgment, but creating weekly and monthly incentives also helps build excitement the closer we get to achieving our goals.

A

ACHIEVABLE

An achievable goal ensures we remain committed to its success. The goals we set should be a balance between attainable and challenging. Goals that are too easy to achieve are not as fulfilling, while goals too out of reach can be destructive to our self-esteem and future aspirations.

R

RELEVANT

A relevant goal represents an objective toward which you are both willing and able to work. The goals you set should be applicable and suitable to your socio-economic status, as to believe your goals are possible they need to be realistic. They should also be relevant to goals you have already achieved or hope to achieve in the future

T

TIME-BASED

Setting a specific time limit provides positive impetus to get on with it. If your goal is not time based you will not be driven to complete it and may procrastinate. Setting a deadline also protects you from perfectionism - that is spending more energy and time than the goal is worth.

Goal Achieving & Success

After you have clarified what you want, set your goals and moved to specific action steps, success depends on your self-discipline, determination, and ability to take action.

To achieve your goals focus on the consequences of succeeding. Some consequences will be extrinsic (fame and fortune), while others will be intrinsic (self-actualization and mastery). Some consequences will be pleasurable and others aversive. While avoiding aversive consequences (failure or criticism) can be motivating, pleasurable ones are more helpful for building positive behaviors. Some consequences will be immediate and others delayed. Immediate consequences are more effective motivators.



To achieve success, you need both persistence and flexibility. When you face difficulties and unexpected problems, stick to your goals and change the means of achieving them. However, sometimes circumstances arise such that a change in goal is needed. Remember a wise choice can be to drop the current goal in favor of something more timely.

In addition to helping increase your productivity and motivation, goal setting also increases your self-realization, self-image, self-esteem and self-confidence in all areas of your life.

BCI CONSULTING INC.

1-800-668-2055 /

INFO@BCICONSULTING.CA

WWW.BCICONSULTING.CA

BC Consulting Inc.
Also known as BROWN CRAWSHAW