



Creating S.M.A.R.T. Goals

For Paul J. Meyer's "Attitude is Everything."

Specific **M**easurable **A**ttainable **R**ealistic **T**angible

Specific: a specific goal has a much greater chance of being accomplished than a general goal. To set a specific goal you must answer the six "W" questions:

Who- Who is involved?

What- What do I want to accomplish?

Where- Identify a location.

When- Establish a time frame.

Which- Identify requirements and constraints.

Why- Specific reasons, purpose or benefits of accomplishing the goal.

Measurable: establish concrete criteria for measuring progress toward the attainment of each goal you set. When you measure your progress, you stay on track, reach your target dates, and experience the exhilaration of achievement that spurs you on to continued effort required to reach your goal. To determine if your goal is measurable, ask questions such as....

How much? How many? How will I know when it is accomplished?

Attainable: when you identify goals that are most important to you, you begin to figure out ways you can make them come true. You develop the attitudes, abilities, skills, and financial capacity to reach them. You can attain most any goal you set when you plan your steps wisely and establish a time frame that allows you to carry out those steps.

Realistic: to be realistic, a goal must represent an objective toward which you are both willing and able to work. A goal can be both high and realistic; you are the only one who can decide just how high your goal should be. But be sure that every goal represents substantial progress. A high goal is frequently easier to reach than a low one because a low goal exerts low motivational force. Some of the hardest jobs you ever accomplished actually seem easy simply because they were a labor of love.

Tangible: a goal is tangible when you can experience it with one of the senses. When your goal is tangible, or when you can tie a tangible goal to an intangible goal, you have a better chance of making it specific and measurable and thus attainable.

Intangible goals are your goals for the internal changes (personality characteristics, behaviors) required to reach more tangible goals. Since intangible goals are vital to improving your effectiveness, give close attention to tangible ways for measuring them.