**GOAL PLANNING SYSTEM™**

The **Goal Planning System** in this section is designed to facilitate planning that produces results — successful results. Continue to use this process on a lifelong basis for meaningful and satisfying personal and leadership development. It is the process — not the form itself — that is vital to your productivity and performance.

**Goal**

State here, in as few words as possible, the exact goal you wish to reach. Remember to state the goal in a form that is specific, measurable, attainable, realistic, and tangible. Then you will be able to devise specific action steps. Consider these guidelines as you write your S.M.A.R.T. Goals®:

• The **S** in S.M.A.R.T. stands for SPECIFIC. A specific goal has a much greater chance of being accomplished than a general goal. To set a specific goal, ask yourself:

• 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: Specify reasons, purpose, or benefits of accomplishing the goal.

• **M** stands for MEASURABLE. A goal is measurable when it can be quantified. 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?

• The **A** in S.M.A.R.T. stands for 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 abilities, skills, and financial capacity to reach them. You begin seeing previously overlooked opportunities to bring yourself closer to the achievement of your goals.

You can attain any goal you set — when you plan your steps wisely and establish a time frame that allows you to carry out those steps. Goals that may have seemed far away and out of reach eventually move closer and become attainable- not be-cause your goals shrink, but because you grow and expand to match them. When you list your goals, you build your self-image. You see yourself as worthy of these goals and develop the traits and personality that allow you to possess them.

• The **R** in S.M.A.R.T. stands for 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 seemed easy simply because they were a labor of love.

Your goal is probably realistic if you truly *believe* that it can be accomplished. Additional ways to know if your goal is realistic is to determine if you have accomplished anything similar in the past or ask yourself what conditions would have to exist to accomplish this goal.

• The **T** in S.M.A.R.T. stands for TANGIBLE. A goal is tangible when you can experience it with one of the senses — that is, taste, touch, smell, sight, or hearing. When your goal is tangible, or when you tie an intangible goal to a tangible goal, you have a better chance of making it specific and measurable and thus attainable.

Intangible goals are your goals for the internal changes required to reach more tangible goals. They are the personality characteristics and the behavior patterns you must develop to pave the way to success in your career or for reaching some other long-term goal. Since intangible goals are vital for improving your effectiveness, give close attention to *tangible* ways of measuring them.

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**SAMPLE**

**GENERAL VS. SMART GOALS**

**GENERAL**

“Get organized.”

“Get in shape.” “Earn more money.”

“Have a quality family life.”

“Learn about music.” “Improve my health.”

“Establish a deeper spiritual/ethical identity for myself.”

“Increase business knowledge.”

**SPECIFIC**

“Schedule minutes daily for uninterrupted planning and goal setting.”

“Join a health club and work out 3 times a week.”

“Seek percent raise by (date) through obtaining new responsibilities.”

“Spend increased time of 30 minutes a week just to listen and talk with (spouse, child, other family member).”

“Purchase season tickets to attend all the symphony concerts this year.”

“Maintain my ideal weight of

and lower my cholesterol to under 200 by

(date).”

“Schedule a monthly lunch appointment with a positive role model or mentor.”

“Read one best-selling business book this month that applies to a project/ process I am currently working on.