

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



Giving a consistent and easy-to-remember structure to your goal-setting helps you concentrate on getting the goals completed rather than re-establishing the process at each step. You'll also find your goals easier to communicate to other people or teams in your organization!

Alchemy has used the following 5 categories in settings from executive coaching to leading entire corporations to create sustainable change:

Specific
Measurable
Attainable
Realistic
Timely

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:

1. **Who** **Who is involved?**
2. **What** **What do I want to accomplish?**
3. **Where** **Identify a location.**
4. **When** **Establish a time frame.**
5. **Which** **Identify requirements and constraints.**
6. **Why** **Specific reasons or benefits of accomplishing the goal.**

Example: A general goal would be, "Get in shape." But a specific goal would say, "Join a health club and workout 3 days a week."

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

Identifying which goals are most important to you will help to figure out ways you can make them come true. You develop the attitudes, abilities, skills, and financial capacity to reach them. You begin seeing previously overlooked opportunities to bring yourself closer to the achievement of your goals.

continued on back

"If a man knows not what harbor he seeks, any wind is the right wind."
-Seneca



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



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. Goals that may have seemed far away and out of reach eventually move closer and become attainable, not because 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.

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.

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.

Timely

A goal should be grounded within a time frame. With no time frame tied to it there's no sense of urgency. If you want to lose 10 lbs, when do you want to lose it by? "Someday" won't work. But if you anchor it within a timeframe, "by May 1st", then you've set your unconscious mind into motion to begin working on the goal.

T can also stand 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 you have a better chance of making it specific and measurable and thus attainable.



Alchemy
The Art of Transforming Business

With offices in Denver, London and Seattle, Alchemy provides services to clients around the globe.

For more information about our consulting services and products visit us on-line at: www.link2alchemy.com

Alchemy Denver
2546 15th Street
Denver, Colorado
USA 80211
phone: 720.932.8720

Alchemy London
7 Cambridge Road
Hampton, Middlesex TW12 2JL
UK
phone: +44.791.711.3434
direct from US: 303.952.0457

Alchemy Seattle
3239 NW 56th Street
Seattle, Washington
USA 98107
phone: 206.407.3439