HOW TO ACHIEVE YOUR

S.M.A.R.T. GOALS

AND FINISH WHAT YOU START

Are you ready to finish what you start and in doing so, achieve your goals?

A strong start creates excitement, passion, momentum ... and a little bit of fear! A strong finish helps address that fear and put it where it belongs ... in the past. By achieving your goal you'll create new habits that you can call on time and time again, with more confidence each time.

This plan will help you to FINISH as strongly as you started. We'll use it to create your vision, understand why this idea is a game changer for you, refine your idea and build the plan that's going to get you there.

Are you ready?

"Do not judge me by my successes. Judge me by how many times I fell down and got back up again."

Nelson Mandela

WHAT DOES SUCCESS LOOK LIKE?

vision

Create an emotionally compelling vision. When things gets tough (and they will) and you don't feel like taking action, or worse you feel like giving up, your vision will help get you through those times.

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Take 5 minutes and think about what inspires you. What's important and what keeps you going. You want to identify what you aspire to be physically, spiritually, mentally, relationally, financially, professionally and personally. Then dive even deeper: how much money do you want to earn, what do you want to be doing on the weekends, what do you want more of... and less of?

Write down how achieving your goal will help you achieve that vision. Be specific; what difference will this ONE goal make to your days, your mind, your life? Remember, this is the juice that will keep you going when the things gets tougher!

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WHAT ARE S.M.A.R.T. goals?

The idea of the S.M.A.R.T. goal was conceived by a business psychologist named George Doran. The system ties strategic planning with implementation, which is the action necessary to produce change.

According to the criteria, your goal needs to be:
S – *specific*
M – *measurable*
A – *attainable*
R – *relevant to the overall vision and mission of the business*
T – *include a Timeframe for completion*

Specific:

To set a specific goal, you must answer the following 5 "W" questions:
1. What: What do I want to accomplish?
2. Why: Specific reasons, purpose or benefits of accomplishing the goal.
3. Who: Who is involved?
4. Where: Identify a location.
5. Which: Identify requirements and constraints.

Measurable:

To determine if your goal is measurable, ask questions such as:
- How much?
- How many?
- How will I know when it is accomplished?

Attainable:

Set realistic goals that you can achieve but which will stretch you too. It is by pushing yourself that you will attain your goals. To set an attainable goal you must answer the "H" question:

How: How can the goal be accomplished?

Relevant:

To be relevant, a goal must represent an objective toward which you are both willing and able to work. Look towards tying your goal in with your mission or vision statement. Your goal needs to be important to you and relevant to your ultimate business vision.

Time Frame:

A goal should be grounded within a time frame. A goal must have a target date. Commitment to deadlines helps teams focus their efforts on completion of the goal on or before the due date.

Goals without deadlines or schedules for completion tend to be overtaken by the day-to-day crises that invariably arises in an organisation. With no time frame tied to it there's no real sense of urgency. To set a timely goal you must answer the sixth "W" question:

When: Establish a time frame.

DEFINE YOUR S.M.A.R.T. goal

Use the table below to help define your goal:

(Intention)	What do you want to achieve?	
Specific	Who? What? Why? Where? When?	
Measurable	How much? How often? How many?	
Attainable	Achievable?	
Relevant	Is it relevant to your ultimate vision?	
Time Based	When?	

EXAMPLES:

Poor Goal: Reduce customer complaints in service department.

SMART Goal: Design and implement new customer complaint procedure in service department to reduce complaints from 30% to 5% of total business by 1 September.

Poor Goal: Start a new blog to increase life spend of our clients.

SMART Goal: To achieve an increase in repeat business, post a new blog article once a week highlighting the benefits of our product. All clients to be emailed the link with a monthly newsletter sent out highlighting posts for that month. Blog to be established by 15th March with a newsletter and email to go out no later than 30th April.

Define your S.M.A.R.T. goal(s) below. We suggest setting 3-5 *achievable* goals each quarter.

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Reinforce your *why*. Answer the two questions below. These answers are what you'll refer back to if / when you get 'stuck'.

Why is achieving this goal important to you?

_____

_____

How will you celebrate once you achieve it?

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_____

YOUR PATH TO
success

HOW TO FINISH

Planning is the key to finishing, with a keep it simple approach. Be flexible, the tasks and how you get there might need to change... in fact it should change as you learn and improve on your idea. But the idea, your vision and goal remains constant.

So, without further ado let's get cracking!

ONE LAST THING

In order to succeed, by recognising our bad habits, struggles, excuses or road blocks we can plan in advance how to overcome them.

- What will you struggle with when taking action?
- What will you do to overcome these struggles?

Use the form on the following page to break your goal into:
1. Key milestones
2. Actions (tasks)

Create a form for each milestone and:
1. Use the form to create a project in your project management system (or if you prefer, in your calendar)
2. Assign the actions and set deadlines
3. Monitor progress (ideally daily, weekly at a minimum)

MILESTONE

ACTIONS

TASK	DUE BY	ASSIGNED TO

NOTES

HOW CAN WE HELP YOU?

Our VBMs are experts in managing projects in order to achieve goals.

Talk to us if you'd like to learn more about how we can help you to finish.

BOOK YOUR DISCOVERY CALL

LET'S TALK

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