



Make Your Goals SMART!

The building blocks to your success...

SMART Goals set you up for success! When your goals are clear and you know exactly what you're working towards it's easier to get started, make action plans, see progress and succeed!

INSTRUCTIONS: Follow the steps below to learn about SMART goals - and develop your goal. Then turn over to page 2 to write out your SMART Goal, identify 3 actions to get started and see a SMART Goals Worksheet Example.

What do you want to set a goal around? _____
(turn over for an example of this process)



SPECIFIC *The more specific you are, the easier your goal is to start, work towards & achieve. Have you ever struggled to get started because your goal is too fuzzy? Get clear here!*
What are the outcomes you're looking for? What results do you want?

Write what you want as a goal, making it SPECIFIC:



MEASURABLE *A measure lets you know you've achieved your goal, and also enables you to track your progress. How would you prove your goal is complete? This points to your measure. It could be a financial amount, a count, percentage or some other measure.*

Rewrite your goal to include a MEASURE or how you would PROVE success:



ACTIONABLE *goals are within your control. This means YOU are able to make it happen! For example, winning the lottery is not a "SMART" goal. Be sure you can start and complete this goal yourself.*

Write out 3 Key Action steps you can take to achieve this goal:

1. _____ 2. _____ 3. _____



REALISTIC *It's important to feel GOOD about your goals! They need to be challenging enough to inspire and you need to believe you can achieve it. What's reasonable with the commitments you have? Given your lifestyle, adjust this goal so it's inspiring AND achievable...*

Rewrite your goal, ensuring it is REALISTIC:



TIME-BOUND *goals motivate us, giving us a date to aim at and plan towards. Is there a specific date you're aiming towards? If not, what might be realistic? Consider your lifestyle, other responsibilities and life events that could get in the way.*

By when would you like to complete your goal?

by _____



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Before writing out the final version of your SMART Goal, read this final tip:

Great GOALS are stated in the POSITIVE: Why? Because we get what we focus on. Whenever we say "I want to stop biting my fingernails" our brain has to first build a picture of what you DON'T want - bitten fingernails - in order *not* to do it. So it's good to build a picture of what you're working towards, rather than building a picture of what you don't want. Here are two examples:

- Use "I have healthy fingernails" rather than "I want to stop biting my nails"
- Use "I weigh 90kg" rather than "I want to lose 20kg"

Write your finished SMART Goal Here:

Review the previous page, and remembering the final tip above, write out your newly SMART goal below.

My SMART Goal is to: _____
 _____ by _____ Day - Month - Year

To wrap up this worksheet, write out the first 3 Steps towards your SMART Goal below:

1st Action _____ By when _____
 2nd Action _____ By when _____
 3rd Action _____ By when _____

***FINALLY, remember that goals are there to INSPIRE you, not to beat yourself up with!**
 Any time your SMART goal feels genuinely too hard and you find yourself switching off, STOP!
 Revisit this worksheet, and reset your goal - making it more "Realistic"*

SMART Goals Worksheet EXAMPLE:



Starting goal: Get more sales

- **Specific** - Double the sales of my market area.
- **Measurable** - Increase the revenue/commission from my market area from R100,000 to R200,000
- Is it **Actionable** and within your control? **3 Key Steps I can take include:** 1) Create a new, more exciting front cover; 2) Create a marketing action plan eg. asking 25 friends to read and review it; 3) Increase the commission from 5% to 7% or target sales of R3 000 000
- **Realistic** - Increase the revenue from my market area from R100,000 to R200,000
- **Time-Bound** - **I would like to complete this goal by:** November 30th 2017

Final goal: Increase the revenue of my market area from R100,000 to R200,000 by November 30th 2017.