



Tips for Goal Setting

SMARTER Goals

This acronym is proven to be an incredibly powerful way of structuring your goals. The elements of SMARTER can be used as a set of criteria with which to assess your goal. SMARTER is also a good structure to use in a coaching or management process.

	Primary Term	Secondary Terms
S	Specific	Stretching, Simple
M	Measurable	Meaningful, Motivational,
A	Action-orientated	Attainable, Achievable, Agreed, Assignable
R	Realistic	Relevant, Results-oriented
T	Time-bound	Time framed, Time limited
E	Evaluate	Ethical, Enjoyable
R	Revise	Reassess, Revisit

The 'E' and the 'R' obviously come after you have started to implement your goal.

Specific

The more detailed and specific your goal the more likely you are to succeed. Think about your goal, talk it through and most importantly write it down. Use Kipling's six trusty 'friends' to engage with your goal. They are 'What, When, Who, Where, How and Why?' For example, if your goal is to relax on holiday, then capture exactly where you will go, where you will stay and how long will you be there.

Measurable

This forces our attention towards quantifying key elements of our goal. Our minds like concrete things to work with, like numbers. Focus on statements like; "How will I know when I have achieved my goal?" "What will it look like?" Give abstract things numbers if you can. It brings them to life and enables them to be worked on far more easily. Measurement also tells us how we're doing; whether we're on track and when we've reached a particular milestone. Ask yourself how you will measure your progress, and what evidence you will use.

Action-Oriented

Actions not only speak louder than words they actually bring them to life. Focussing on actions, directs your thinking and decision-making towards purposeful behaviours and activities. And remember that breaking down goals into bite-size pieces makes them more manageable, as our

minds can be overwhelmed with large and unclear goals. Small steps over time create large actions.

Realistic

It's good to set goals that are not only ambitious but also achievable. Be aware that our levels of optimism can affect assessment of what's achievable. Focus on being a 'realistic' optimist with a realistic and pragmatic plan. Checking-in with those you trust is a good way to maintain a sense of what is realistic.

To check whether the goal is realistic, you can ask the question, "What's my confidence level in achieving my goal?" and rate your confidence on the following scale:

Extremely low 1_ _ _ _ 5_ _ _ _ 10 Extremely High

A general rule of thumb is that a score of 6 or less is too low and there is more probability of not achieving your goal. If you score is 6 or less, ask yourself the question: 'How can I modify my goal to increase my confidence level?'

Time-bound

Time-bound goals create structure and enable them to be managed better. Plans and milestones have become an essential part of managing our work; they're important in our personal lives too. Keeping track of your goal and adapting to changing circumstances is far easier when you have a date to focus on. Noting and acknowledging your achievements thus far (often marked by time) is vital for building confidence and maintaining motivation.

Evaluate

Once you've put your goal and action-plan into practice, it's important to regularly track your progress towards your goal. If you have a good measure for your goal, you'll be able to evaluate your progress more easily.

Revise

If your goal or plan is not getting what you want, be prepared to revise it. The **revise** part of SMARTER is especially important when it comes to your action plan.

NOTE ON COPYRIGHT

The right of Thrive Training Ltd to be identified as the author of this work has been asserted by them in accordance with the Copyright, Designs and Patent Act 1988. A single copy of the materials may be made, solely for personal use. Individuals must preserve any copyright or other notices contained in or associated with them. Users may not distribute such copies to others, whether or not in electronic form, whether or not for a charge or other consideration, without prior written consent of the copyright holder of the materials. If you would like to copy or share this document with others, please contact Matthew Critchlow on: +44 (0)20 8673 5587 or email matthew@thisisthrive.com