

S.M.A.R.T.E.R. Goals

Goals can be powerful motivators for individuals and organizations, if done right. If done poorly, however, they can have an *opposite* effect, i.e., *lowering* motivation and desire for improvement. To be done right, goals must be SMARTER (**S**pecific, **M**easurable, **A**chievable, **R**ealistic, **T**ime bound, **E**valuate, and **R**e-Do).

Specific goals are precise and clear, rather than overly broad or ambiguous. They answer questions like: who is involved, what do I want to accomplish, where must this be done, when should it be performed. For example, “Join a health club and workout 3 days per week,” versus, “Get in shape.”

Measurable goals are *quantifiable*: in other words, you can establish concrete criteria for measuring your progress toward the attainment of each goal you set. Be able to answer questions such as: how much, how many, how will I know when it is accomplished?

Achievable/**A**ttainable goals meet the common sense test that they require a change in current practices or behavior to be achievable. You figure out ways to accomplish your goals by developing the attitudes, abilities, skills and financial capacity to reach them.

Realistic goals represent objectives toward which you are both *willing* and *able* to work. A goal can be both high and realistic, you must decide for yourself. The test for “realistic” is a careful study of the past to know what is a “stretch” goal and what is wildly and unreasonably optimistic. You must truly *believe* that it can be accomplished.

Time bound goals have an *end* point that can be found on a calendar. Time frames tied to your goals provide a sense of urgency to help motivate you.

Evaluate goals regularly and adjust them as needed to account for changes in family or job responsibilities or availability of resources.

Re-Do goals after the evaluation process and iteratively go through the SMARTER process.

Thank You

For More Information, Please contact:
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