



SMART GOALS

August 2017

Introduction

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You could say that the whole human endeavour is geared towards setting and achieving goals. Goals are part of every aspect of life: what you want to achieve at work and the way you use your spare time. Everything comes down to priorities and what you would like to accomplish in every aspect – whether you make a conscious choice or go with subconscious preferences.

At Protech, we continuously set priorities and goals to drive positive outcomes across all areas of the business. The use of effective goals setting techniques is an important factor in success. But not every goal is created equal.

What is SMART goal setting?

SMART goal setting brings structure and trackability into your goals and objectives. Instead of vague resolutions, SMART goal setting creates verifiable trajectories towards a certain objective, with clear milestones and an estimation of the goal's attainability. Every goal or objective, from intermediary step to overarching objective, can be made SMART and as such, brought closer to reality.

In corporate life, SMART goal setting is one of the most effective and yet least used tools for achieving goals. Once you've charted to outlines of your project, it's time to set specific intermediary goals. With the SMART technique, you can evaluate your objectives. SMART goal setting also creates transparency throughout the company. It clarifies the way goals came into existence and the criteria their realisation will conform to.

What does SMART goal setting stand for?

Why not think of a small goal you want to set right now, personal or professional. To make your goal SMART it needs to conform to the following criteria: Specific, Measurable, Actionable/Attainable, Relevant/Realistic and Time Bound/Timely.

SMART goal setting: **Specific**

What exactly do you want to achieve? The more specific your description, the bigger the chance you'll get exactly that. SMART goal setting clarifies the difference between 'I want to be a millionaire' and 'I want to make \$10,000 a month for the next ten years by creating a new software product'.

Questions you may ask yourself when setting your goals and objectives are:

- What exactly do I want to achieve?
- Where?
- How?
- When?
- With whom?
- What are the conditions and limitations?
- Why exactly do I want to reach this goal? What are possible alternative ways of achieving the same?

SMART goal setting: **Measurable**

Measurable goals means that you identify exactly what it is you will see, hear and feel when you reach your goal. It means breaking your goal down into measurable elements. You'll need concrete evidence. Being happier is not evidence; not smoking anymore because you adhere to a healthy lifestyle where you eat vegetables twice a day and fat only once a week, is.

Measurable goals can go a long way in refining what exactly it is that you want, too. Defining the physical manifestations of your goal or objective makes it clearer, and easier to reach.

SMART GOALS

August 2017

SMART goal setting: **Actionable/Attainable**

Is your goal attainable? That means investigating whether the goal really is acceptable to you. You weigh the effort, time and other costs your goal will take against the profits and the other obligations and priorities you have in life.

If you don't have the time, money or talent to reach a certain goal you'll certainly fail and be miserable. That doesn't mean that you can't take something that seems impossible and make it happen by planning smartly and going for it!

There's nothing wrong with shooting for the stars.

SMART goal setting: **Relevant/Realistic**

Is reaching your goal relevant to you? Do you actually want to run a multinational, be famous, have three children and a busy job? You decide for yourself whether you have the personality for it, or your team has the bandwidth.

If you're lacking certain skills, you can plan trainings. If you lack certain resources, you can look for ways of getting them. The main questions, why do you want to reach this goal? What is the objective behind the goal, and will this goal really achieve that?

SMART goal setting: **Time Bound/Timely**

Time is money! Make a tentative plan of everything you do. Everybody knows that deadlines are what makes most people switch to action. So install deadlines, for yourself and your team, and go after them. Keep the timeline realistic and flexible, that way you can keep morale high.

Being too stringent on the timely aspect of your goal setting can have the perverse effect of making the learning path of achieving your goals and objectives into a hellish race against time – which is most likely not how you want to achieve anything.

SMART+ Goal

Another thing that's very important when setting SMART goals, is formulating it POSITIVELY. Remember that what you focus on, increases. So when you focus on NOT doing something, all you think about is that thing. And it will increase. So don't, 'stop procrastinating' and 'achieve a daily discipline'.





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August 2017

Lets look at SMART Goal Examples

Not SMART	SMART
“Improve our support service”	“Achieve and maintain an average increase of 10% on the support service rating on our annual survey.”
“Provide SMART goal training to staff”	“By the end of August 2017 Protech’s Training Department will deliver specific SMART goal coaching sessions to all staff across the entire organisation to improve goal setting.”
“Create our 2018 strategic plan”	“Create our 2018 strategic plan, obtain approval from the Executive Committee and deliver feedback to departments so individuals can begin setting their SMART performance objectives by the end of September 2017.”
“I want to lose weight”	“I want to lose 5kg by the 31st of December by going to the gym 3 times a week.”
“I want to decrease overdue debt”	“I want to reduce overdue debt by 0.20% this quarter by calling clients on a fortnightly basis to follow up on their payments.”
“I want to increase headcount”	“I want to increase headcount at NET by 50% by 30th June 2018.”
“I want to lift heavy weights”	“I want to training 3 times a week so I can deadlift 120kg by 31st of December.”
“To run well in the Brisbane marathon”	“To run a finishing time of 3 hours 10 minutes in the Brisbane marathon in August 2017.”



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August 2017

SMART Goal Activity - Revising a Goal to become SMART

In the space below write a current **work** goal you have.

Specific

Can your goal be more specific? If yes, rewrite:

Measurable

Is my goal quantifiable? If no, rewrite:

Actionable/Achievable

Can I achieve this goal? If not, rewrite:

Relevant/Realistic

Is this goal realistic - within grasp but not too easy? If no, rewrite:

Time Bound/Timely

Do I have a specific time period for my goal? If no, rewrite:

In the space below write your new **SMART** work goal.



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August 2017

SMART Goal Activity - Revising a Goal to become SMART

In the space below write a current **personal** goal you have.

Specific

Can your goal be more specific? If yes, rewrite:

Measurable

Is my goal quantifiable? If no, rewrite:

Actionable/Achievable

Can I achieve this goal? If not, rewrite:

Relevant/Realistic

Is this goal realistic - within grasp but not too easy? If no, rewrite:

Time Bound/Timely

Do I have a specific time period for my goal? If no, rewrite:

In the space below write your new **SMART** personal goal.
