



# Setting SMART Goals for Success

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- "S" is for specific.
  - Your goal should exactly state your desired end.
  - Consider what you want to achieve, both long term and short term.
- "M" is for measurable.
  - You should be able to track your progress and ultimately determine whether you've achieved your goal.
  - This allows you to reroute your efforts, if necessary, based on the feedback or results you've been getting from the current action plan.
- "A" is for attainable or achievable.
  - Your goal should be manageable and realistic—within the realm of possibility.
  - Setting unattainable expectations for yourself can actually hurt your productivity and performance in the end.
- "R" is for relevant.
  - Your goal needs to be something you *should* be spending your time on.
  - To be effective, it needs to relate to results and add value.
- "T" is for time-bounded.
  - There should be a set deadline for attaining your goal.
- SMART goals have a much greater probability of being met.
  - The SMART acronym gives you a clear vision of what you want to achieve, which encourages actionable behavior and triggers focus.
  - You'll have a roadmap that directs your actions and behaviors toward your desired end.
  - As you make progress, you'll gain confidence and become more energized and productive.
  - The more you set SMART goals, the better you'll get at it.

**This video lesson describes how to create effective goals that follow the SMART criteria.  
What's a SMART goal you might set for yourself?**