

SMART Goals

- Specific
- Measurable
- Attainable
- Relevant
- Timely

Specific: The goal should clearly articulate the desired outcome. Compare “Increase sales” to “Increase sales in the third quarter” or “Increase sales of roses”. Additionally, by clarifying the goal using the following four qualities, your goal will become more specific.

Measurable: An effective goal will clearly state when you have achieved the goal. This does not mean it must be numerically-based, but you must be able to tell when you have achieved the goal. A measurable goal also allows you to track your progress. Compare “Increase sales of roses” to “Increase sales of roses by 5% from 2007 sales”.

Attainable: Your goal should be difficult to reach, but not impossible. You want to succeed! For instance, given the current economy, increasing roses sales by 5% might not be attainable, but 3% is. You still have to work for the 3%, but you know you are going to get there.

Relevant: This sounds obvious, but the goal needs to matter to you. If it's a goal you think you should have or a goal someone else thinks you should have, it's not as likely that you will work to achieve the goal. Also, the goal should be relevant to the current situation, so you may need to rethink your goals given the current economic climate.

Timely: Set a deadline. We tend to meet goals that have a time limit. Again, you want to give yourself time to achieve the goal, but not so much time that you forget or get complacent.