

**3**  
STEPS



## How to set effective goals

Three steps to really great goals for you and your team.

You may have a goal in life, say to run a marathon but to get there you're going to need some additional goals along the way - one main goal is not enough. You need to target shorter distances, time on the treadmill, eating correctly, increasing aerobic fitness - these multiple goals will tie in together to generate motivation towards the final goal. Business goals are just the same.

**1**

Start with the end goal in view:

Write down one of your single end goals

**2**

Then build multiple goals that will lead to the end goal:

List multiple goals that tie in together to achieve your single end goal

### 3

Test that each goal is SMART:

**S**-Specific; Everyone needs to know what it is that is expected of him/her once they complete the goal.

**M**-Measurable; If you cannot measure by observation or other means then you will never know if the goal has been reached.

**A**-Achievable, Wildly ambitious goals may sound fine but are rarely achieved. Realistic goals give a sense of achievement.

**R**-Relevant; If the goals are not relevant to the individual or organisation, they really serve little purpose.

**T**-Timebound; Setting a date by which the goals or objectives will be achieved is one of the key measures of success.

SMART Checklist		General Checklist	
1. Specific	<input type="checkbox"/>	1. Is your goal written in a way that identifies the broad, long-term change you want to achieve?	<input type="checkbox"/>
2. Measurable	<input type="checkbox"/>	2. Does your goal include what, who, how and where?	<input type="checkbox"/>
3. Achievable	<input type="checkbox"/>	3. Is it written as clearly and concisely as possible and can be clearly understood by someone unfamiliar with it?	<input type="checkbox"/>
4. Relevant	<input type="checkbox"/>	4. Do your goals focus on one thing at a time?	<input type="checkbox"/>
5. Timebound	<input type="checkbox"/>	5. Do your goals refer to change?	<input type="checkbox"/>
		6. Do your multiple goals relate to your end goal?	<input type="checkbox"/>



Once you've been through the process with each of your end goals, have a go at just one SMART<sup>2</sup> version. For SMART<sup>2</sup> switch the A to Awesome, the R to Ridicules, and the T to Terrifying! Create a monster goal that would be amazing if you achieved it. Think about your hero, someone like Michael Schumacher or Muhammad Ally, did they do what they did with goals that were achievable, relevant and timebound? Well maybe, but we think they also had some SMART<sup>2</sup> goals in mind (at least some of the time).