

S.M.A.R.T. *goal setting*



Welcome to my comprehensive guide on goal setting, featuring the S.M.A.R.T. goal method. This resource is designed to help you tailor your goals to fit your unique circumstances and aspirations. Feel free to make any adjustments to better suit your specific needs and objectives.

Let's dive into the definition of S.M.A.R.T. goals and start your journey toward effective goal setting.



If you are printing don't bother with this page, you can start to print on page 2.

S Goals should be clear and **specific**. What exactly do you want to achieve? Who will be involved or affected by this goal? Why is this goal important to you? Where will this goal be achieved?

M Goals should have criteria for **measuring progress** and determining when they are accomplished. Ask yourself: How will you measure your progress? What indicators will let you know you're on track to achieving your goal? What is your measure of success?

A Goals should be realistic and **achievable**, considering any constraints or obstacles. They should stretch your abilities but remain possible. Is this goal realistic given your current resources and constraints? What are you willing to give up in order to achieve this goal? What steps or actions are needed to achieve this goal? Have others achieved something similar, and if so, how did they do it?

R Goals should matter to you and align with other **relevant** objectives. They should make sense within the context of your broader life or business ambitions. How does this goal align with your broader objectives or values? Why is achieving this goal important at this time? What impact will achieving this goal have on your overall plans?

T Goals should have a deadline or be **time bound**, creating a sense of urgency and helping to focus efforts. What is your target deadline for achieving this goal? What milestones can you set to track your progress along the way? How will you keep yourself accountable to the timeline?

Goals: your turn. Get out your favourite journal or writing paper and start answering some questions. This might be uncomfortable. Don't worry, it won't last long. Happy goal setting!

SETTING GOALS

is the key to success!

- According to a study conducted by Dr. Gail Matthews, a psychology professor at the Dominican University of California, individuals who **write down their goals** are 42% more likely to achieve them compared to those who only think about their goals. Writing down goals helps clarify what you want and provides a visual reminder of your commitment.
- Research shows that setting **specific**, challenging goals leads to higher performance 90% of the time compared to vague, easy goals. The S.M.A.R.T. method provides a clear roadmap and criteria for success.
- Sharing your goals with others can significantly boost your chances of success. A study by the American Society of Training and Development (ASTD) found that **people who committed their goals to someone else** were 65% more likely to achieve them. Additionally, having **regular check-ins** with a supportive person increased this likelihood to 95%.
- **Keeping track of your progress** is crucial. A study published in the Journal of Applied Psychology found that participants who monitored their progress towards their goals were more likely to achieve them. Tracking helps you stay focused, recognize milestones, and make necessary adjustments.

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- Saying your goals out loud and visualizing success can enhance motivation and commitment. Techniques such as **visualization and affirmations** have been shown to increase the likelihood of goal achievement by reinforcing a positive mindset and maintaining focus on the desired outcome.
- Allocating dedicated time and mental space for your goals can make a significant difference. Studies indicate that when **people create an environment conducive to their goals**—such as setting up a dedicated workspace or scheduling regular time blocks—they are more likely to follow through and succeed.

RECAP:

- ✓ Write down your goals
- ✓ Make them specific (think specific is terrific)
- ✓ Say these goals outloud to someone else and let them hold you accountable
- ✓ Keep track of your progress
- ✓ Use techniques such as visualization and/or affirmations
- ✓ Make your environment conducive to your goals

THE IMPORTANCE OF SETTING GOALS

Dr. Gail Matthews, a psychology professor at the Dominican University of California. Her study found that individuals who write down their goals are significantly more likely to achieve them compared to those who merely think about their goals.

TAKEAWAYS

Download my google sheet and start your own goal setting.

S.M.A.R.T. Goal Setting Tracker

I've linked my coaching website below so that we can stay connected. I'd love to see you pop up on my newsletter subscriptions.

Donita Fowler Website

I'm also really active on LinkedIn and Pinterest, so please connect with me there if you see fit. I hope you are able to put some goals out there in the world - and if you do that with appropriate action, the science says, you will achieve them!

Best,
Donita