

10 S.M.A.R.T.E.R. Goal Setting Tips

1. Choose your focus areas and set priorities among all these competing areas:

Personal (specific areas to consider)

Financial (income, savings, debt reduction, investments)

Health (weight, exercise, cholesterol, rest, diet)

Family (marriage, relationship, time investments)

Learning (knowledge, education, skills, reading)

Fun (vacations, time-off, clubs, social activities)

Character (attitude, mindset, ambition)

Artistic, Public Services, Social, Spiritual, Toys/Possessions, etc.

Business

Financial (Revenues, Gross Profits, Net Income, Cash Position, Enterprise Value)

Leadership (Employee Engagement, Employee Net Promoter Score)

Employee Management (employee turnover, % of A players, revenue/employee)

Systems (# of new systems, ability to take time off, efficiency, time savings)

Selling (conversion rate, won/lost ratio, average sale size)

Marketing (leads generated, customer acquisition cost, lifetime value, churn rate)

Customers (Net Promoter Score™)

Work/Life Balance (hours worked/week, free days)

2. **Choose your time horizon**, i.e., 30-day, 90-day, 1 year, 3 years, 5 years, 10-25 years, Lifetime. If you can, set lifetime goals and work backwards. If not, try 30 or 90 days or work forward.
3. **Choose your role.** Of those who set goals, most people set personal or professional goals. But, there are also many other roles in life we might wish to consider in our goal-setting. These include: business owner, parent, spouse, friend, son/daughter, brother/sister, neighbor/citizen, athlete, spiritualist/faith member, etc.
4. **Only establish goals for important wants. Don't major in minor things.** Set priorities among these competing areas of focus and remove distractions from accomplishing them. Keep operational goals (stuff you are working on immediately, small and achievable).

5. **State your goals precisely and in a positive voice.** Set your goals in a way that they can only be answered by a clear “yes”! For example, “I earn \$250K in personal take-home pay.” It always pays to be positive!
6. **Be precise. Choose activity or performance goals over outcome goals.** Activities are mostly controllable. Outcomes are not. So, choose more goals based on activities rather than outcomes.
7. **Set S.M.A.R.T.E.R. Goals.** I know we all know what S.M.A.R.T. goals are right? (Specific, Measurable, Attainable, Realistic and Time-bound) This is a basic rule often overlooked in goal setting. Additionally, your goals must enable you to evaluate your performance **E**valuate so you know how well you’re doing and **R**e-Adjust so you can make course corrections. Make your goals **S.M.A.R.T.E.R.**
8. **Stretch, but don’t break, yourself.** Create goals with high standards so you will always be looking and reaching up. But don’t overdo it. Effective goals are high enough to inspire you but not so high that they frustrate and discourage you.
9. **Consider the 'Quantum Leap' Approach.** The 'Quantum Leap' approach tries to force intense activity by setting a goal that will need a 'quantum leap' in activity to achieve it. This is a dangerous technique that should be used with care - it is very easy for the whole process of goal-setting to fall into disrepute where quantum leap goals are not met.
10. **Be accountable and responsible.** It’s easy to forget to pursue your goals - especially when you get busy. Be sure to build accountability into your goals by writing them down, having set review periods, and most importantly, finding an accountability partner (like your coach) who will help you hold your feet to the fire and be a stand for what you truly want.

