

# SMART Goal Setting



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## What is SMART Goal Setting?

SMART goal setting is an approach to goal setting that helps to establish goals that are very clear and easily understood. The focus of SMART goal setting is to try and break goals down into easily measurable and attainable steps to increase the likelihood of success!

### **Specific**

A goal should be as specific as possible, try asking yourself “what is to be achieved”. Then ask yourself by “who”, “where” and “when”. When it comes to being specific, goals should include as many aspects as possible.

### **Measurable**

Measurability applies to both the end results and the milestones along the way. The point is to give your goal a certain value so that it is easy to track your progress. This measurability makes it easier to set milestones and check if you are on the right track.

### **Attainable**

You should be making goals that you are actually able to obtain, setting unrealistic goals makes it very unlikely that you will be able to obtain them. More realistic obtainable goals will also help motivate working towards that goal, as you would be less likely to tell yourself “why bother, it’s impossible”.

### **Relevant**

Your goal should also be relevant to what you want to achieve in both the short-term and long-term. Sometimes we may be tempted to try something because it is easy, even though it has no real long-term importance to us.

### **Timely**

This can sometimes overlap with the “S”, its purpose is to ensure that you properly time-frame your goals. Goals become harder to put off and forget if there is a time frame for them.

