

THE LEVERAGE FORMULA

NOVEMBER 2022 BONUS ARTICLE

Before Starting Your S.M.A.R.T Plan

SMART!

hh HEIDI HAYES



Before Setting Final SMART Goals, here are 7 things to consider:

- 1. Is the goal stated in the POSITIVE?** We tend to get what we focus on. Whenever we say "I want to stop biting my fingernails" our brain has to first build a picture of what we DON'T want which gives it focus. Make sure you are working towards what you want, rather than focusing on what they don't want. "I am no longer biting my fingernails and have beautiful healthy nails."
- 2. Is the goal stated in the PRESENT TENSE.** This helps the brain to assume you will be successful! Ex. On 30th September I have 5 listings/ 3 under contract/I am running a mile in 8 minutes. Write it as if you already have it.
- 3. Have you explored the WHY?** Make sure you have full understanding of your WHY and your WHY statement. Know your expected goal outcomes. What will take place if you achieve this goal? Clearly understanding WHY you want the goal makes you more excited to take the steps to achieve them. It is extra motivation through challenges and persevere when things gets tough.
- 4. Also consider the wider BENEFITS this goal will give you.** This is much broader than outcomes and could include how you will feel, impacts on your work, personal, family or social life and more! Drill down and list as many benefits as you can think of to achieving this goal. Write the vision out completely out and completely take ownership of already achieving it.
- 5. The PAIN of NOT Achieving.** We tend to be more motivated to action by avoiding pain rather than seeking pleasure. What is the pain of NOT completing this goal? A really interesting part of goal setting can be to explore how you will feel, what you may NOT get. Explore all possible roadblocks and how you will handle them. Things happen but working through the possible pain or roadblocks ahead of time empower you to push through without setbacks. Celebrate every win along the way and focus on the positive of what you can control. Mindset is a big part of winning and happiness in all areas of your life.
- 6. Is the goal in line with your VALUES?** The more a goal aligns with your inner or core values, the EASIER it will be to achieve. NOTE: While we can achieve goals that don't align with our values it's harder to do, more stressful and less satisfying.
- 7. Envision how you will FEEL once this goal is complete.** This is a big part of the "Why", motivating us at a more sub-conscious level. Sometimes exploring desired "feelings" causes wonderful modifications to the goal. Creating a visual tool of what your life is like, your goals in pictures by something like a vision board or vision box that you view, embrace, feel and give gratitude for daily will keep you manifesting and motivated to do the action steps to get there.

SMART GOALS

S



SPECIFIC

Be clear and specific so your goals are easier to achieve. This also helps you know how and where to get started!

M



MEASURABLE

Measurable goals can be tracked, allowing you to see your progress. They also tell you when a goal is complete.

A



ACTIONABLE

Are you able to take action to achieve the goal? Actionable goals ensure the steps to get there are within your

R



REALISTIC

Avoid overwhelm and unnecessary stress and frustration by making the goal realistic.

T



TIMEBOUND

A date helps us stay focused and motivated, inspiring us and providing something to work towards.

EXPLAINED

THE COACHING
TOOLS COMPANY.COM



"If you don't know where you're going, you might not get there. Without a plan, even the most brilliant businesses can get lost. You need to have goals, create milestones and have a strategy in place to set yourself up for success"

Yogi Berra