

SETTING SMART GOALS



Using SMART goals for your business can help you stay focused and organized while achieving specific outcomes. SMART stands for Specific, Measurable, Achievable, Relevant, and Time-bound.

Here's how to apply:

1. Specific

- Define your goal clearly. Be as detailed as possible about what you want to achieve.
- Questions to ask: What exactly do I want to accomplish? Who is involved? Where is it going to take place? Why is this goal important?

Example: Increase the number of clients in my leadership coaching program.

2. Measurable

- Determine how you'll measure progress and know when the goal is achieved.
- Questions to ask: How much? How many? How will I know I've reached my goal?

Example: Attract five new clients per month for the leadership coaching program.

3. Achievable

- Ensure the goal is realistic and attainable. You want to challenge yourself, but it should be possible, given your resources and time.
- Questions to ask: Is this goal possible? Do I have the resources, knowledge, and capabilities to achieve it?

Example: I can achieve this by launching targeted social media ads and hosting a free webinar on leadership.

4. Relevant

- Ensure the goal aligns with your overall business objectives and helps you move forward in a meaningful way.
- Questions to ask: Does this goal align with my long-term objectives? Is this the right time to pursue this goal?

Example: This goal aligns with my broader objective of increasing my coaching business and expanding my reach to more leaders.

5. Time-bound

- Set a deadline for achieving the goal. A timeframe creates urgency and helps you stay focused.
- Questions to ask: When will I achieve this goal? What can I do today, next week, next month to work towards this?

Example: I will attract five new clients per month for the next 3 months.

Putting It All Together:

SMART Goal Example for Your Business: "I will attract five new clients per month for my leadership coaching program by launching a targeted social media campaign and hosting a free webinar on leadership, with the goal of increasing the number of clients by 15 over the next 3 months."

By regularly reviewing and adjusting your goals based on progress, SMART goals help you stay on track and focused on what matters for your business.

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Goal 1:

- Specific** — What do I want to accomplish and why?
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- Measurable** — How will I know when I have accomplished it?
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- Achievable** — How can I accomplish this goal?
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- Relevant** — Is this the right time for me to be working towards this goal?
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- Timebound** — When do I want to accomplish this goal by?
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Goal 1:

- Specific.**
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- Measurable.**
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- Achievable.**
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- Relevant.**
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- Timebound.**
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Goal 2:

- Specific.**
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- Measurable.**
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- Achievable.**
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- Relevant.**
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- Timebound.**
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Goal 3:

- Specific.**
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- Measurable.**
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- Achievable.**
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- Relevant.**
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- Timebound.**
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