

GOAL FOR THE SOUL

Change Your Perspective - Change your Circumstances

GOAL SETTING ACRONYMS

G Goal
R Reality
O Obstacles/Opinions
W Will/Way Forward

S Specific
M Measurable
A Attainment
R Relevant
T Time Bound
E Evaluate
R Readjust

C Collaborative
L Limited
E Emotional
A Appreciable
R Refinable

H Heartfelt
A Animated
R Required
D Difficult

Q Qualities/Quantitative
U Understandable/Usable
E Expertise/Economic Sensible
S Specific/Strategic Thinking
T Time/Time Specific

"Grow with discipline. Balance intuition with rigor. Innovate around the core. Don't embrace the status quo. Find new ways to see. Never expect a silver bullet. Get your hands dirty. Listen with empathy and overcommunicate with transparency. Tell your story, refusing to let others define you. Use authentic experiences to inspire. Stick to your values, they are your foundation. Make the tough choices; it's how you execute that counts. Be decisive in times of crisis. Be nimble. Find truth in trials and lessons in mistakes. Be responsible for what you see, hear, and do. Believe."

— Howard Schultz



S Simple
U Understandable
C Competence-driven
C Clearly Communicated
E Equitable
S Shared Vision
S Sustain Enthusiasm

F Focused
A Appropriate
B Balanced
R Robust
I Integrated
C Cost Effective

P Proximate
R Relevant
A Achievable
G Game Proof
M Measurable
A Appropriate
T Timely/Time-Based
I Integrated
C Cost Effective

D Doable/Dream-Driven
U Understandable/Uplifting
M Meaningful/Method-Friendly
B Believable/Behavior-Driven