



THE S.M.A.R.T SYSTEM – STOIC COACHING PERSPECTIVE

"You have power over your mind — not outside events. Realise this, and you will find strength."

The SMART model, when wielded with a stoic mindset, becomes less about corporate box-ticking and more about forging disciplined, purpose-driven goals that build resilience, clarity, and action.

S – Specific

"“Waste no more time arguing what a good man should be. Be one.”"

Be precise. Vagueness is the enemy of progress. A goal without clarity is just daydreaming.

From a coaching angle: strip it back.

Not “I want to be fitter.”

But: “I will train 3 days a week for 30 minutes to rebuild my stamina.”

STOIC PRINCIPLE: DIRECT YOUR WILL TOWARD WHAT YOU CONTROL.

M – Measurable

"“If you want to improve, be content to be thought foolish and stupid.”"

Measure what matters. Count reps, track results, tally failures — not to boast, but to know thyself.

Progress isn't abstract. It's visible in numbers, behaviours, and habits. We coach by showing people where they were, where they are, and where they can go — with receipts.

STOIC PRINCIPLE: EXAMINE YOUR LIFE HONESTLY. METRICS BRING TRUTH.

A – Achievable

""Do what you can, with what you've got, where you are.""

Set goals grounded in reality, not fantasy. Ambition is noble — delusion is not.

A stoic coach tempers boldness with practicality. We aim high — but never at the cost of momentum. The achievable step taken beats the impossible leap dreamed.

STOIC PRINCIPLE: ACCEPT WHAT IS, ACT ON WHAT CAN BE.

R – Relevant

""First say to yourself what you would be; and then do what you have to do.""

Is this goal aligned with your values? Or is it ego bait?

We focus only on what matters to the mission.

A relevant goal is honest, aligned, and meaningful. It doesn't need to impress — it needs to deliver. That's how leaders are forged.

STOIC PRINCIPLE: KNOW YOUR PURPOSE. DISCARD THE REST.

T – Time-bound

""You could leave life right now. Let that determine what you do, say, and think.""

Every goal must face the clock. Deadlines sharpen the mind. Open-ended goals are excuses with nice haircuts.

We coach with urgency, not panic. We break time into manageable chunks. Days, weeks, months. Each deadline is a pressure point to produce clarity, not chaos.

STOIC PRINCIPLE: MEMENTO MORI — USE YOUR TIME LIKE IT'S BORROWED. BECAUSE IT IS.

Final Word from Wayne Grove Stoic Military Mindset Coach

SMART isn't a form — it's a forge. It's where discipline meets purpose. Where action follows intention. Where we coach humans not to be better than others — but better than yesterday's version of themselves.

"Because that's the only competition a Stoic respects".