



## SMART Goals

When you set goals that are **SMART** - **S**pecific, **M**easurable, **A**ttainable, **R**ealistic, and **T**ime **S**ensitive, you increase the odds of success. Here's how:

- **Specific:** Your goals should be as specific and detailed as possible. For example, saying that you want to strengthen your marriage is too general. However, stating that you will hire a babysitter for each Saturday night to go on a weekly date with your spouse is more concrete and specific. To get as specific as possible, think of the who, what, when, where and how.
- **Measurable:** Write your goal so that it can be measured and tracked. If you'd like to save money for a specific purchase, state that you'd like to set aside a certain dollar amount per month, for the next X months in order to afford the new purchase. Or, instead of saying, "I will lose weight", a measurable goal could be stated as, "I will lose one pound per week for the next 15 weeks."
- **Attainable:** If you set a challenging goal, break it down into smaller pieces to realize and celebrate success more often. Don't vow to get your home completely organized in one weekend. Focus on one area each week. De-clutter for 15 minutes each day. Decide to enlist help where needed.
- **Realistic:** Make sure your goal is realistic for you and your current lifestyle. If you make a goal to run a marathon next month, but you have never run a day in your life...this is not a realistic goal for you. Challenge yourself to reach your potential, but set yourself up for success at the same time.
- **Time Sensitive:** Give yourself a deadline...don't fall prey to "I'd like to do this someday." Use start and end dates. You can even establish a "to do" timeline in between. Schedule time to work on your goal. Plan it on your calendar and treat that time as "appointment" time. Try, "In order to launch my new website by 6/30/08, I will hire a developer by 2/15/08 and carve out each Monday afternoon from 3-5 between then and the end of June to write content and attend to website logistics."