



# GOAL SETTING

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# *GOAL SETTING TIP*

## *SET GOALS THAT MOTIVATE YOU*

When you set goals for yourself, it is important that they motivate you: this means making sure that they are important to you, and that there is value in achieving them. If you have little interest in the outcome, or they are irrelevant given the larger picture, then the chances of you putting in the work to make them happen are slim. Motivation is key to achieving goals.

### **Set SMART Goals**

You have probably heard of SMART goals already. But do you always apply the rule? The simple fact is that for goals to be powerful, they should be designed to be SMART. There are many variations of what SMART stands for, but the essence is this – goals should be:

- Specific
- Measurable
- Attainable
- Relevant
- Time Bound

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### **Set Specific Goals**

Your goal must be clear and well defined. Vague or generalized goals are unhelpful because they don't provide sufficient direction. Remember, you need goals to show you the way. Make it as easy as you can to get where you want to go by defining precisely where you want to end up.

### **Set Measurable Goals**

Include precise amounts, dates, and so on in your goals so you can measure your degree of success. If your goal is simply defined as "To reduce expenses" how will you know when you have been successful? In one month's time if you have a 1 percent reduction or in two years' time when you have a 10 percent reduction? Without a way to measure your success you miss out on the celebration that comes with knowing you have actually achieved something.

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## Set Attainable Goals

Make sure that it's possible to achieve the goals you set. If you set a goal that you have no hope of achieving, you will only demoralize yourself and erode your confidence.

However, resist the urge to set goals that are too easy. Accomplishing a goal that you didn't have to work hard for can be anticlimactic at best, and can also make you fear setting future goals that carry a risk of non-achievement. By setting realistic yet challenging goals, you hit the balance you need.

These are the types of goals that require you to “raise the bar” and they bring the greatest personal satisfaction.

## Set Relevant Goals

Goals should be relevant to the direction you want your life and career to take. By keeping goals aligned with this, you'll develop the focus you need to get ahead and do what you want. Set widely scattered and inconsistent goals, and you'll fritter your time – and your life – away.

## Set Time-Bound Goals

Your goals must have a deadline. Again, this means that you know when you can celebrate success.

When you are working on a deadline, your sense of urgency increases and achievement will come that much quicker.

# *GOAL SETTING TIP*

## *SET GOALS IN WRITING*

The physical act of writing down a goal makes it real and tangible. You have no excuse for forgetting about it.

As you write, use the word “will” instead of “would like to” or “might.”

For example,

“I will reduce my outgoing expenses by 10 percent this year,” not “I would like to reduce my outgoing expenses by 10 percent this year.”

The first goal statement has power and you can “see” yourself reducing expenses, the second lacks passion and gives you an excuse if you get sidetracked.

## **GOAL SETTING TIP**

### **MAKE AN ACTION PLAN**

This step is often missed in the process of goal setting.

You get so focused on the outcome that you forget to plan all of the steps that are needed along the way. By writing out the individual steps, and then crossing each one off as you complete it, you'll realize that you are making progress towards your ultimate goal.

This is especially important if your goal is big and demanding, or long-term.

## **GOAL SETTING TIP**

### **STICK WITH IT!**

Remember, goal setting is an ongoing activity, not just a means to an end.

Build in reminders to keep yourself on track, and make regular time-slots available to review your goals. Your end destination may remain quite similar over the long-term, but the action plan you set for yourself along the way can change significantly. Make sure the relevance, value, and necessity remain high.

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