## Handout: SMART Goals

* Specific: write a well-defined goal statement. Here are some examples of a goal statement:
  + I want to increase my sales.
  + I want to obtain new clients.
* Measurable: include in your goal statement a measurable number. Having a clear number that you can measure will help you know if you are going in the right direction. I will also help you know when you achieved the goal. Here are some examples:
  + I want to increase my sales by 10 percent.
  + I want to obtain five new clients.
* Achievable: Setting big goals is great, but setting unrealistic goals will just de-motivate you. A good goal is one that challenges, but is not so unrealistic that you have virtually no chance of accomplishing it.
* Relevant: Before you even set goals, it’s a good idea to sit down and define your core values and your life purpose because it’s these tools which ultimately decide how and what goals you choose for your life. Goals, in and of themselves, do not provide any happiness. Goals that are in harmony with our life purpose do have the power to make us happy.
* Timed: always include some type of deadline that marks the end of the period to achieve the goal. Without a timeframe, you will never know if you have achieved the goal or not. Here are some examples:
  + I want to increase my sales by 10 percent by the end of the year.
  + I want to obtain five new clients by the end of the first quarter.