**SMART GOAL WORKSHEET**

**“Goals are the fuel in the furnace of achievement.”**

**―** Brian Tracy

**“People are not lazy, they simply have impotent goals..that is..goals that do not inspire them.”**

**―** Anthony Robbins

The method of SMART goals (an acronym for the 5 steps of specific, measurable, attainable, relevant, and time-based goals) is one of the most effective tools used by high achievers to reach their goals — realistically and consistently. Whether you're at the helm of a 300-person organization, a small business entrepreneur, or somebody who simply wants to shed 10 kilograms, learning how to set SMART goals can make the difference between failure and achievement.

Many times I have attended a strategic planning session and listened to the participants develop their goals and when I come back a year later I find little progress has been made! Below is an example of how to make your goals more powerful, focused and actionable.

**BROAD GOAL EXAMPLE**

“We want to improve the wellbeing of our people”

**Specific =** A specific goal has a much greater chance of being accomplished than a general goal.

*Questions to ask yourself:* Does your goal clearly and specifically state what you are trying to achieve?

If your goal is particularly large or lofty, try breaking it down into smaller, specific SMART goals.

***Example to make it specific*: We want our people to have a business that generates profits, because research shows that increasing their household income will improve the family health, social development, housing and education.**

**Measurable** = Know that a goal without a measurable outcome is like a sports competition without a scoreboard. Put concrete numbers in your goals to know if you're falling behind or if you're on track. When you measure your progress, you stay on track, reach your target dates, and experience the exhilaration of achievement that spurs you on to continued effort required to reach your goal.

Questions to ask yourself: How will you (and others) know if progress is being made on achieving your goal? Can you quantify or put numbers to your outcome? How will I know when it is accomplished?

***Example to make it measurable*: We want their businesses to generate enough profits each year, to increase their household income by at least 50%. That's approximately $11,000 profit per year.**

**Attainable** = Based on the present restrictions such as your schedule, workload, knowledge and funds available, do you believe you can attain the objective you set? If not, then there are alternatives; you could set a different goal, one that is attainable for you in the present or you could influence others to achieve your goal (least cost, least activity, you're not doing it) or you could support other who are already doing it (low cost, lower activity, less activity, you may be doing a limited amount of it or just providing funding) **.** When you identify goals that are most important to you, you begin to figure out ways you can make them come true. You develop the attitudes, abilities, skills, and financial capacity to reach them. You begin seeing previously overlooked opportunities to bring yourself closer to the achievement of your goals.

*Questions to ask yourself:* Is achieving your goal dependent on anyone else?

Is it possible to reframe your goal so it only depends on you and not others?

What factors may prevent you from accomplishing your goal? Should I lead this activity or support someone else already doing it or influence others to do it?

***Example to make it attainable*: Yes, it is attainable. We have the start-up business expertise we need in our networks that can help our people. We have $50,000 per year that we can allocate to fund a programme that will make it easy and low risk for our people to start their own business.**

**Relevant =** To be relevant, a goal must represent a milestone towards achieving your vision or your strategy.

*Questions to ask yourself:*How will this goal help us to achieve our vision/strategy?

***Example to make it relevant*: Yes it is. Our Maori trusts purpose is to improve the wellbeing of our shareholders. The research proves that by improving household income we unlock value in many areas of wellbeing!**

**Time-based =** A goal should be grounded within a time frame. With no time frame tied to it there’s no sense of urgency.

*Questions to ask yourself:*When will you reach your goal? What can I do TODAY to reach my goal? What can I do 3 weeks from now to reach my goal? What can I do 3 months from now to reach my goal?

***Example to make it time based*: We have 100 registered families in our shareholder base. With our $50,000 per year we can help 16 families per year. We want to grow those that want to work with us to grow their household income by 2020.**

**SMART GOAL EXAMPLE:**  **By 2020, we will have increased the household income of whanau by 50%; 100 whanau will have businesses that generate at least $11,000 profit per year.**

**WORKSHEET EXERCISE**

Write down your social goal.

Is your goal specific?

* *Questions to ask yourself:* Does your goal clearly and specifically state what you are trying to achieve? Who is doing it? Where are they doing it? When are they doing it? How are they doing it? Why are they doing it?

Is your goal measurable?

* Questions to ask yourself: How will you (and others) know if progress is being made on achieving your goal? Can you quantify or put numbers to your outcome? How will I know when it is accomplished?

Is your goal attainable?

* *Questions to ask yourself:* Is achieving your goal dependent on anyone else?  Is it possible to reframe your goal so it only depends on you and not others? What factors may prevent you from accomplishing your goal?

Is your goal relevant?

* *Questions to ask yourself:*How will this goal help us to achieve our vision/strategy?

Is your goal time based?

* *Questions to ask yourself:*When will you reach your goal? What can I do TODAY to reach my goal? What can I do 3 weeks from now to reach my goal? What can I do 3 months from now to reach my goal?

To achieve your social goal, you will need a certain amount of profits to fund it. Write down how much will you need to fund your social programme each year?

Let’s turn that into a business SMART goal.

*By (insert date), we will have a profitable business that generates (insert profit amount) to fund our social programme that does (insert short description)*

*Let’s add small SMART goals that we will work on in the next 3 months, into the 90 day action plan.*