

SMART Goals

by Sophia



WHAT'S COVERED

This lesson introduces SMART goals and how to write goals that are specific, measurable, action-oriented, realistic, and time-phased. Specifically, this lesson will cover:

1. [SMART Goals](#)
2. [SMART Goal Examples](#)

1. SMART Goals

Next, let's look at another type of goal, SMART goals. SMART stands for Specific, Measurable, Action-oriented, Realistic, Time-phased. These are the characteristics we'd like to see in our goals.

SMART	Not SMART
Specific	Unclear communication
Measurable	Lack of accountability
Action-oriented	Lack of progress
Realistic	Overwhelmed
Time-phased	Missing targets

Let's look at each criteria further:

- **Specific:** Without specific communication, goals become unclear. As you saw earlier, team members may draw different conclusions when things are unclear. They're not very sure about the priorities, and it may lead to conflict.
- **Measurable:** If you don't have measurable results, there's a lack of accountability.
- **Action-oriented:** You have to put forth the effort and the action that's required of the goal. Otherwise, there's a lack of progress.
- **Realistic:** You want to set realistic goals. No one likes being set up to fail. If the goals are not realistic, the team members start to feel overwhelmed and a little lost.

- **Time-phased:** If you do not set up deadlines along the way, you risk missing targets and, ultimately, that final deadline or goal that was set in place.

2. SMART Goal Examples

⇒ EXAMPLE Take a look at the following statement:

I will attend 2 local workshops on "How to Create Custom Widgets" by November 10.

You can see here the SMART goal written out.

Specific	Measurable	Action-oriented	Realistic	Time-phased
...on "How to Create Custom Widgets"...	...2 workshops...	I will attend...	...local...	...by November 10.

It's very *specific*; the workshops are on "How to Create Custom Widgets". The *measurable* aspect of this specific statement: is two workshops. The *action-oriented* statement is: "I will attend..." (Note: this is not "should attend" or "like to attend," it is "I will attend.") It is *realistic* because the workshops are local, and of course, *time-phased*, because this will be done by November 10th.

⇒ EXAMPLE Let's look at another statement:

I need to get healthy in time for the high school reunion on August 15.

What is wrong with the statement?

Specific	Measurable	Action-oriented	Realistic	Time-phased
...to get healthy in time for the high school reunion...	?	I need...	?	...on August 15

There is no measurable result. How will I know if this is successful? This missing element would impact the team, and the team would not know whether it was successful or not. Because of the missing information in the specific statement, this goal cannot be called realistic.

How can you rewrite this to make it a SMART goal?

I will lose 8 pounds by August 15 by attending yoga class 3x a week at my local gym.

You can see here the SMART goal written out.

Specific	Measurable	Action-oriented	Realistic	Time-phased
...by attending yoga class...	...8 pounds... ...3x a week...	I will lose...	...at my local gym.	...August 15

This version is measurable. "Eight pounds" and "three times a week" can be tracked. It will be very clear if you are not meeting these measurable results. This statement is also action-oriented, realistic, and time-phased.



SUMMARY

In this lesson, you learned about **SMART goals**, which stands for Specific, Measurable, Action-oriented, Realistic, and Time-phased. You saw these characteristics that we'd like to see in our goals in the **SMART goal examples** in this lesson.

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