SMART GOALS

How to develop yours

In order to advance and transform your career, goal setting is a crucial tool. Learning how to set and achieve realistic goals will help you prioritize your career path, determine which goals are most helpful to you personally, and make big changes seem more manageable.

This article will define **SMART** goals, walk you through the process of creating them, and provide examples of what they could look like for particular job types.

What are **SMART** goals?

By laying out a precise plan for how you will get there, **SMART** goals can help you develop the career you want. The words "specific, measurable, attainable, relevant, and time-based" are abbreviated as **SMART**. Goals that are well thought out, transparent, and measurable are made using the **SMART** framework.

When goals don't work out, it's usually because they are poorly defined, overly aggressive, or both. A badly written goal can make you feel overwhelmed, unachievable, or even detrimental to your career. These issues can be resolved with the aid of **SMART** goals. When creating goals, either personal or professional, applying the **SMART** goal framework can lay a solid groundwork for success.

A goal that could be more precise is the one that reads, "*I want to be in leadership.*" Converting this statement into a **SMART** goal will enable you to take concrete steps toward achieving your objective and may even assist you in future career planning. We show you how to make a goal like the one above a **SMART** goal in the section below.

How to write SMART goals

Follow these steps when creating a SMART goal:

1. Consider the goal

Prior to setting a **SMART** goal, you should think about the kind of goal you want to attain. Take into consideration if you want to create, enhance, preserve, or decrease something. This kind of goal analysis can assist you in defining your objectives more precisely.

2. Set check-ins

It can be thrilling and even motivate you to create the original goal. But the longer it takes to accomplish the goal, the more likely it is that this initial focus and enthusiasm will wain. As a result, it's critical to establish progress checks in order to keep yourself motivated and on course. To track your progress, identify the precise metrics that are relevant to your objective and make a timeline that serves as a reminder for you to check in.

3. Make it specific

Make sure your goals are as clear as possible. When creating your goal, use precise titles and terms. This serves as your mission statement in essence, and it should address every query about your ultimate goals.

The more specific your objective is, the more you'll comprehend and recognize the actions required to reach it.

4. Make it measurable

Select the proof you'll use to demonstrate that you are making progress toward your goal. Consider the metrics that will show you whether you are progressing
toward your objective or whether you need to reassess and change direction. If your objective is to land a job as a sales manager for a pharmaceutical company, for instance, you may track your progress by the quantity of projects you have overseen and interviews you have conducted. Having observable outcomes will enable you to track your progress in a satisfactory manner, with numerous small victories along the way.

5. Make it achievable

Setting an achievable goal can motivate you and make it more likely that you will later set another **SMART** goal. A goal that you can realistically achieve in a set amount of time will also help you stay motivated and focused. You should consider whether a goal is attainable before committing to it, as some may require you to acquire new skills or credentials. Make sure any extra steps or requirements are reasonable given your timeframe before you even start working toward the goal.

6. Make it relevant

Think about how your goals will fit into your needs and career when you set them. Make sure your goals are in line with your long-term objectives and values in order to save time on unimportant tasks. Consider the reasons behind your goal's significance, the benefits of reaching it, and how it will advance your long-term objectives. Analyzing the rationale behind your goal-setting process could motivate you to reach it by serving as a helpful reminder of the goal's long-term benefits.

7. Make it time-based

Setting a deadline for a goal can inspire you and make it easier for you to see aspects of it that you might not have before. It could be time to reconsider how realistic your goal is if you haven't achieved it in the allotted time. It's possible that you'll find that some of the conditions needed to reach your goal are beyond your current capacity, and that the goal will become more feasible soon. When a goal is not accomplished in the allotted time, there is always something to learn. Make use of this information as you set your future objectives.

8. Celebrate all wins

Since reaching a goal requires time, it's critical to recognize and appreciate even minor victories or accomplishments along the route. If you want to motivate yourself more, include small goals in your timeline. Instead of waiting to celebrate until you've reached your ultimate goal, you should take pride in each little accomplishment as you go along.

Advantages of SMART goals

Setting boundaries and defining the actions you must take, the resources required to get there, and the milestones that can show progress along the way are all made possible by using the **SMART** goal framework. **SMART** goals are more specific, which makes it easier to visualize and maintain focus on them. You'll be more likely to accomplish your goal quickly and successfully if you set **SMART** goals.

SMART Goals Examples

These three instances demonstrate how SMART goal components function in real-world scenarios:

Example 1

I will grow my database in the next six months to 300 contacts.

- **Specific:** The objective is clearly defined as growing the database to 300 contacts within the next six months.

- **Measurable:** The number of contacts added to the database will be tracked, allowing for clear measurement of progress toward the goal.

- **Achievable:** Given the resources and time available, adding contacts at a rate of 50 per month is a realistic and attainable target.

- **Relevant:** Expanding the database is directly related to enhancing business prospects and improving networking capabilities, making it a relevant goal.

- **Time-based:** The goal setter has set a clear deadline of six months to achieve this objective.

Example 2

I will earn an additional $25,000 in the next 12 months by selling 4 more homes after completing agent training and using a CRM to follow up with clients.

- **Specific:** The objective is clearly defined as earning an additional $25,000 by selling 4 more homes within the next 12 months, with the strategy of completing agent training and using a CRM to follow up with clients.

- **Measurable:** Success will be measured by the number of homes sold and the additional income earned. The CRM will track client interactions, and the training completion will be a milestone.

- **Achievable:** Selling 4 more homes in 12 months is realistic, especially with the completion of agent training and the efficient use of a CRM to manage client relationships and follow-ups.

- **Relevant:** The goal aligns with the professional aim of increasing income and improving sales skills, directly contributing to career growth in real estate.

- **Time-based:** The goal setter has set a clear deadline of 12 months to achieve this objective.

Example 3

I will have a balance between work and family by immediately starting to calendar all my appointments and my family time in advance.

- **Specific:** The objective is clearly defined as achieving a balance between work and family by calendaring all appointments and family time in advance.

- **Measurable:** Success will be measured by the consistent scheduling of work and family activities, ensuring that both are given adequate and planned time.

- **Achievable:** Given the immediate action of starting to use a calendar, this goal is realistic and attainable with the commitment to regularly update and follow the calendar.

- **Relevant:** Balancing work and family is essential for overall well-being and personal satisfaction, making this goal highly relevant to personal and professional life.

- **Time-based:** The goal setter will begin this practice immediately, with ongoing monitoring to ensure balance is maintained. Regular reviews will be conducted to adjust as necessary.

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