



A BRIEF GUIDE TO SMART GOAL SETTING

A **SMART** goal is a goal that is specific, measurable, attainable, relevant and time based. In other words, a goal that is very clear and easily understood.

SPECIFIC

The goal must clearly state what is to be achieved, by whom, where, and when it is to be achieved. Sometimes it may even state why that goal is important. Not all of these questions will apply to every goal, but it is important to ask all the questions in order to assess how specific your goal is and make it as clear as possible.

MEASURABLE

Measurability applies to both the end result and the milestones along the way to attaining a goal. It answers the question of quantity: how much, how often, and how many? The milestones are signs along the way that will tell you that you are on the right track to achieving your goal. For instance, your ultimate goal may be to make \$60,000 in a year, but the milestones may be to make \$5,000 every month, which will add up to \$60,000 in a year. So by focusing on making the \$5,000 every month you will ultimately reach your goal of \$60,000. This makes the goal more attainable because it is easier to think of ways to make \$5,000 every month than \$60,000 all at once. It has been said that what cannot be measured cannot be managed. This is often true when it comes to goals. Sometimes it is difficult to measure a goal, but at such times there is usually an indirect measure that can be applied.

ATTAINABLE

You should ensure that the goals you set are achievable. First of all, you must believe that you can accomplish what you are setting out to do. If you set goals that are unbelievable even to yourself, it is very unlikely you will achieve them. This is equally important when setting goals for a group, such as in the corporate setting. If the people for whom the goals are being set do not believe they are attainable, it is unlikely they will work wholeheartedly towards achieving them.

REALISTIC

Your goals must be relevant to what you want to achieve in the short-term and the long-term. Understanding your organizational or personal vision, mission, and purpose is critical in this respect. Sometimes you can be tempted to do something simply because it is easy and sounds great, only to discover later on that it has no long-term importance to what you want to achieve as an individual or an organization. Do those things that are most important and in line with your long-term vision and mission.

TIMELY

This sometimes overlaps with the **Specific** goal, but it aims to ensure that you put a time-frame to your goals. Thought leader Harvey Mackay said, "A dream is just a dream. A goal is a dream with a plan and a deadline." Simply deciding by when you want to achieve something can be a good motivator. It can prevent you from procrastinating because you know that you are working towards a deadline. In other words, failing to plan is planning to fail.

If you find yourself unable to set a **SMART** goal it is more than likely that your plans are not clear enough and need to be addressed. Furthermore, do not get tempted to skip the process of **SMART** goal setting and "get on with it" without fully analyzing your goals. Doing this careful planning at the beginning will save you lots of time and disappointment at a later stage and you will avoid making costly mistakes.

Goals: Broad Questions

What are you trying to achieve? How can you take ownership of your Fraternity? What needs to be done? How can you make Phi Delta Theta better?

Objectives: Action Plan

What steps should be taken to achieve the goal? Who could help me in achieving this goal? What resources do I need?

SMART Goal

Objectives	Descriptions	Due Date
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1.

2.

3.

4.

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