

Setting Goals

A quick and easy way to make sure you have direction in your life and business

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“The person who makes a success of living is the one who sees his goal steadily and aims for it unswervingly.”

— Cecil B. De Mille

Do you set goals for yourself?

Do you sit down and give careful thought to what you want to achieve over the

coming weeks, months and years?

Do you make a point of writing down your goals and referring to them regularly?

If your answer to the three questions above is “no” then you are missing out on one

of the most important tools that almost all successful people use to succeed way

beyond the levels of ordinary mortals.

Setting goals is so easy that it’s crazy not to set aside the small amount of time needed

to sort out an appropriate plan of action.

In this short report I am going to show you how you can quickly and easily set

effective goals that are guaranteed to help you achieve more than you could

If you want to REALLY succeed
you need Smart Goals

'Our plans miscarry because they have no aim.
When a man does not know what harbour he
is making for, no wind is the right wind.'

— Lucius Seneca

If you've been to business school or read books on goalsetting you might be familiar

with the acronym SMART, which stands for Specific, Measurable, Actionable or Attributable, Realistic, and Timed. Let me explain briefly what each letter of the SMART Goal formula entails.

S = Specific

Your goals mustn't be vague they must be as specific as they can be. For example, a

goal to "Be more successful in 2010" is too vague as it doesn't define what success is.

For one person success might be to pass their exams, for another it might be to retire

from their job, and yet for another person it might be to earn over

Rs34,00,000.

M = Measurable

As well as being specific your goals should be measurable. If your goal is related to

money you might set a goal to "Earn over 500,00,000" or maybe to "Increase your

monthly income by 25%". If your goal was sports related you might say "To knock

three seconds off my personal best time" or "To win three major tournaments".

A = Actionable or Attributable

There's no point in setting goals that are not actionable or attributable, i.e. you have

no direct control over the outcome. For example it would be silly to set a goal for your

be a goal that is actionable, but if you are just a fan there is nothing you can do that will have any impact on the outcome and so it is not actionable or attributable.

Likewise, you couldn't set a goal to "Win the lottery" as it is not a goal that you can directly influence. Yes, you can buy a ticket, or even several tickets, but you cannot influence the numbers that will be drawn out and so it is not actionable.

R = Realistic

When setting goals you need to be realistic. Setting a goal such as "To be the world's best-selling singer" is not a realistic goal if you've never made a record, don't have a recording contract and sound like a cat being strangled. Even if that was your ultimate goal it's best to break it down and take several smaller steps. For example, you might start off with a goal of taking singing lessons, forming a band, writing a song, recording a song, or maybe getting a recording deal, but having a goal to be bigger than Madonna is not a great first step.

T = Timed

A well thought out goal must include a timescale and must not be open ended. For example "To get promotion" is too vague. It would be far better to have a goal that said "To get promoted by 1st July 2010".

Example of a SMART Goal

To be a SMART goal your goals must meet all of the above criteria, ie. It must be specific, measurable, actionable, realistic and timed. If any one of the criteria is

SMART GOAL SETTING SHEET

Goal CHECK LIST

S M A R T

Date

Achieved

Business Goal

Financial Goal

Home Goal

Social Goal

Community Goal

Charity Goal

Health Goal

Other Important Goal

Other Important Goal

Other Important Goal

Other Important Goal

INSTRUCTIONS:

In column one enter your goal in less than 20 words.

Put a check in the appropriate column of the checklist to make sure that each criteria is met. If any column of the checklist is left unchecked it means your goal is NOT a SMART goal and so you need to reword it accordingly.

S = Specific M = Measurable A = Attributable R =

Realistic T = Timed

Try to choose goals for each of the major categories and then select four additional goals (or as many