

## S.M.A.R.T. Goals

“Want-to’s” or “wish-to’s” are unrefined hopes and cost-free aspirations that you might do some day. Converting them into S.M.A.R.T. goals is a decision to take real and practical steps to pursue and achieve them.

S.M.A.R.T. goals can be used in all aspects of life. From gaining an educational qualification, becoming debt-free, having more time to spend with your children, to starting a new career or business. The S.M.A.R.T. approach brings clarity to your plans and frees up your energy to achieve your goals.

### How to convert your “want-to’s” or “wish-to’s” into goals

Step 1: Choose one thing that you want to work on in your life.

Step 2: Define what you want to work on using the S.M.A.R.T. format of

- **Specific**
- **Measurable**
- **Attainable**
- **Relevant**
- **Time-specific**

**Specific**: A goal is specific when you can clearly define it to others.

- *Bad example*: “I want to increase my savings” is not specific – what does “increase” mean in terms of dollars?
- *Good example*: “I want to increase my savings account by \$1,000 every year for the next 10 years,” or “I want to have \$10,000 in my savings account by the time I’m 30” is specific.

**Measurable**: You need to be able to recognize when you’ve accomplished your goal.

- *Bad example*: “I want to be better at communicating” is not a measurable goal – how do you know when you’re “better”?
- *Good example*: “I want to improve my communication skills by understanding my communication strengths and where I need to improve, and I’ll complete the online assessment by the end of this month and review the outcome with my coach to build action steps” is a measurable goal.

**Attainable**: It can’t be a pipe dream or something unable to be realized.

- *Bad example*: “I want to take a road trip to see my cousin in Pennsylvania for his birthday at the weekend” is probably unattainable if your car has not been starting in the mornings and you’ve had to catch the bus three times this week.

**Relevant**: A goal is relevant when it’s important to you – when it references your values.

- *Good example:* “I want to be making all my payments on time by December” is a relevant goal for someone whose personal financial values include being debt-free.

**Time- specific:** Goals are not open-ended – they have dates attached.

- *Bad example:* “I want to start a day care center” is not time-specific.
- *Good example:* “I want to get the training and licenses I need to start a day care center by August this year and launch the day care center in February next year” is time-specific.