






Specific	Measurable	Attainable	Realistic	Timely
<b>S</b>	<b>M</b>	<b>A</b>	<b>R</b>	<b>T</b>
Answer specifics about the goal.	How will you measure your goal?	Can you accomplish this goal?	Is this goal realistic?	What is the timeline?
<ul style="list-style-type: none"> <li>• Who?</li> <li>• What?</li> <li>• Where?</li> <li>• When?</li> <li>• Which?</li> </ul>	<ul style="list-style-type: none"> <li>• Concrete Evidence</li> <li>• Numbers</li> <li>• Facts</li> <li>• Feelings</li> </ul>	<ul style="list-style-type: none"> <li>• Using current resources</li> <li>• Time</li> <li>• Money</li> <li>• Talent</li> </ul>	<ul style="list-style-type: none"> <li>• Consider objective.</li> <li>• Why do you want to achieve goal?</li> </ul>	<ul style="list-style-type: none"> <li>• Create achievable deadlines</li> <li>• Review</li> <li>• Provide feedback</li> </ul>
				

**Specific** - A specific goal has a much greater chance of being accomplished than a general goal. To set a specific goal you must answer the six "W" questions:

\*Who: Who is involved?

\*What: What do I want to accomplish?

\*Where: Identify a location.

\*When: Establish a time frame.

\*Which: Identify requirements and constraints.

\*Why: Specific reasons, purpose or benefits of accomplishing the goal.

EXAMPLE: A general goal would be, "Get in shape." But a specific goal would say, "Join a health club and workout 3 days a week."

**Measurable** - Establish concrete criteria for measuring progress toward the attainment of each goal you set. To determine if your goal is measurable, ask questions such as.....How much? How many? How will I know when it is accomplished?

**Attainable** - When you identify goals that are most important to you, you begin to figure out ways you can make them come true. You can attain most any goal you set when you plan your steps wisely and establish a time frame that allows you to carry out those steps.

**Realistic** - To be realistic, a goal must represent an objective toward which you are both willing and able to work. Your goal is probably realistic if you truly believe that it can be accomplished.

**Timely** - A goal should be grounded within a time frame. With no time frame tied to it there's no sense of urgency.

**T** can also stand for Tangible - A goal is tangible when you can experience it with one of the senses, that is, taste, touch, smell, sight or hearing.