

## Setting S.M.A.R.T. – E.R. Goals

The acronym **S.M.A.R.T.** can be applied to goals in a way that makes goals easier to accomplish. The acronym **S.M.A.R.T.** originally dates to a November 1981 publication in an issue of *Management Review*, penned by George T. Doran, which addressed **S.M.A.R.T.** goal setting when referring to businesses management's objectives. **S.M.A.R.T.** goals are goals that are **Specific**, **Meaningful**, **Achievable**, **Relevant**, and **Time-bound**.

But, **S.M.A.R.T. – E.R.** goal setting takes this two steps further, empowering you to **Evaluate and Refine** your approach. All too often, we tend to set our goals, but not put any type of measurement to them. When we don't measure and track something, it becomes far easier for the mind to trick us into either putting things off or thinking that we've come further along than we really have.

<b>"S" – Specific</b>	The more <b>specific</b> you are about your goals, the better and more able you'll be to accomplish them no matter what method you use. You must put a real and exact figure on it. <b>Avoid the vague plague!</b>
<b>"M" – Meaningful</b>	Set goals that are <b>meaningful</b> enough to you that you'll get out there and do whatever it takes to achieve them. So, next to your specific goal, write out what that goal means to you and make sure that it's something important.
<b>"A" – Achievable</b>	Set goals that are <b>achievable</b> in the short term. We recommend 90-day goals—goals on which our minds can stay focused. Set short-term goals you can achieve and use that success to build momentum. <b>Nothing succeeds like success!</b>
<b>"R" – Relevant</b>	Set goals that are <b>relevant</b> to your life and align with your core values. Truly understand how this goal will help you succeed at what is truly important to you.
<b>"T" – Time-Bound</b>	Ensure that your goals are <b>time-bound</b> . Again, we recommend the 90-day time line. Remember, when your goals are time-bound, they will be measurable and it will be easier to hold yourself accountable (or, to empower someone else to hold you accountable.) Being time-bound allows you to see your progress.
<b>"E" – Evaluate</b>	Ensure that your goals are <b>evaluated</b> . By evaluating your goals every single day or at least weekly, you'll be much more likely to achieve them.
<b>"R" – Refine</b>	<b>Refine</b> and re-adjust your approach. If, for example, you find yourself pursuing a goal but continuously hitting a brick wall, <b>re-adjust</b> your method and techniques. Try different approaches until you find yourself getting closer and closer to your goals.