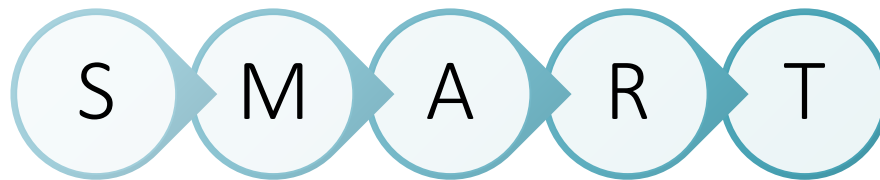


# S.M.A.R.T. GOALS

## CREATING GOALS FOR YOUR CAREER



<b>S</b>	<b>SPECIFIC</b>	→ Be as specific as possible when creating goals
<b>M</b>	<b>MEASURABLE</b>	→ There should always be a way to measure your goal
<b>A</b>	<b>ATTAINABLE</b>	→ Make sure your goal is realistic and achievable
<b>R</b>	<b>RELEVANT</b>	→ This smaller SMART goal should align with your overall career goal
<b>T</b>	<b>TIMELY</b>	→ Set a specific date or time frame that you would like to complete your goal

### WHY USE SMART GOALS

- SMART goals keep you on track to completing your overall career objectives by creating realistic, measurable steps and preventing procrastination.

### HOW TO USE SMART GOALS

1. Determine a career goal that relates to your overall career path.
2. Outline the tasks needed to complete your overall career goal.
3. Fill in the sections of the SMART Goals Worksheet for each task.
4. Combine all the categories to create your SMART goal.
5. Start working towards your goal!

### SPECIFIC

- When creating your SMART goal, try answering the 5 W's: who, what, where, when, and why.
- Who: refers to anyone that is needed to help complete this goal.
- What: refers to the task that you want to complete through this goal.

- Where: if there is a relevant location to your goal.
- When: covered in the “Time-Bound” section of your SMART goal.
- Why: why do you want to complete this goal?

## MEASURABLE

- Your goal should have a metric in which you can track your progress.
- This does not have to be a numerical value, just something that can show you are on track to completing your goal.
- Think about what the successful completion of your goal will look like and that will be your way of measuring your goal.

## ATTAINABLE

- Your goal should be realistic for you to achieve.
- This step allows you to analyze what you will need to complete your goal.
- If there are skills and tools that you currently do not have, then create steps to attain them.

## RELEVANT

- This task should be relevant to the overall career goal you are working to reach.
- Understanding the relevance of your SMART goal will help you better prioritize your tasks.
- If this goal is not helping you get closer to your overall career goal, is it worth your time and effort?

## TIMELY

- Set a specific date to complete your goal by, or a specific time frame in which you want to complete your goal to help define the amount of time you must have to complete a task.
- Creating a “due date” will help you prioritize the smaller tasks you need to get done to complete the overall SMART goal.
- Having a “due date” will also prevent you from procrastinating on completing your goal.

## EXAMPLES OF SMART GOALS

### COLLEGE STUDENTS

Look at job listings for my industry online to better understand the skills and qualifications required and what positions are available for at least 5 hours per week until graduation.

Create my professional resume and have at least two career professionals look over the rough draft and provide feedback by one month from now.

Expand my professional network by spending at least one hour per week developing my LinkedIn account, adding my professional skills, and making connections with colleagues by graduation.

### EARLY CAREER PROFESSIONALS

Enhance my interview skills by practicing writing SMART responses to common behavioral interview questions for at least two hours per week for the next two months, or until I accept a job offer.

Increase my professional network by sending at least two emails requesting informative interviews from career professionals in my field per week until I have at least 5 new professional connections in my professional network.

Deepen my understanding of marketing by reading at least one journal per week related to the marketing field for the next two months.

## ChatGPT Questions About SMART Goals

- ✓ Help me create a SMART goal for becoming a software engineer within three years.
- ✓ Write a SMART goal for achieving a 20% increase in sales for my product within 18 months.

### REFERENCES AND RESOURCES ON CREATING SMART GOALS

‘S.M.A.R.T. Goals for Students’ – American Intercontinental University

<https://www.aiuniv.edu/degrees/business/articles/smart-goals-for-college-students>

‘S.M.A.R.T. Goals for Work’ – Note Joy

<https://notejoy.com/resources/smart-goals-examples-for-work>

‘Set S.M.A.R.T. Goals to Succeed’ – Ohio Health Blog

<https://blog.ohiohealth.com/set-smart-goals-succeed/>

‘The Essential Guide to Writing S.M.A.R.T. Goals’ – SmartSheet

<https://www.smartsheet.com/blog/essential-guide-writing-smart-goals>

‘S.M.A.R.T. Goals: A How To Guide’ – University of California

<https://www.ucop.edu/local-human-resources/files/performance-appraisal/How%20to%20write%20SMART%20Goals%20v2.pdf>