

## SMART GOAL SETTING WORKSHEET

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Setting clear, well-defined goals is the foundation of all professional achievement. The SMART framework transforms vague aspirations into powerful, actionable objectives that dramatically increase your likelihood of success. Each letter in SMART represents a critical quality that your goal must possess: **Specific, Measurable, Achievable, Relevant, and Time-bound.**

### The SMART Goal Framework

#### S - Specific

Define what exactly will be accomplished, who's involved, where it will happen, and why it's important.

**Vague:** "I want to improve my coloring skills."

**Specific:** "I will master balayage techniques for creating natural-looking dimension on dark hair."

#### M - Measurable

Include concrete criteria for tracking progress and determining goal achievement.

**Vague:** "I want to grow my social media presence."

**Measurable:** "I will increase my Instagram followers from 500 to 2,000 and maintain a 5% engagement rate."

## A - Achievable

Ensure the goal is possible with current resources and constraints while still stretching abilities.

**Unrealistic:** "I will double my client base in one month without marketing."

**Achievable:** "I will add 2 new clients per week through referrals and optimizing my online presence."

## R - Relevant

Align the goal with broader professional vision and core values to ensure it's worthwhile.

**Irrelevant:** "I'll learn nail art" (for a hairstylist building a hair-only salon)

**Relevant:** "I'll develop expertise in creative updos to expand bridal services."

## T - Time-bound

Set a clear deadline to create urgency and support prioritization.

**Open-ended:** "I'll eventually take a business course."

**Time-bound:** "I will complete a salon business certification by December 31st."

## SMART Goal Worksheet

## Goal Description

Write a brief description of what you want to achieve. Don't worry about making it SMART yet.

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## SMART Components

S - Specific: What exactly will you accomplish? What specific skills, knowledge, or outcomes are you targeting?

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M - Measurable: How will you measure progress and know when you've achieved your goal?

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A - Achievable: Do you have the resources and abilities needed? What makes this goal realistic?

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R - Relevant: How does this goal align with your broader professional vision and values?

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## Refined SMART Goal Statement

Rewrite your goal in a complete SMART format.

## Action Plan

List the key steps you'll take to achieve this goal.

1.
2.
3.

## Accountability & Resources

**Who will support you?**

**What resources do you need?**

## Review and Reflection

### **Potential obstacles:**



### **How you'll overcome them:**



### Transform Dreams Into Achievable Goals

Use the SMART framework to create clear, actionable objectives that will accelerate your hairstyling career success.