

# SMART Goals

'SMART' is an acronym that stands for Specific, Measurable, Achievable (or Attainable), Relevant, and Time-bound. SMART goals meet all 5 of these criteria — and, as a result, are strategic, focused, and actionable.

- **Specific:** Target a specific area for improvement.
- **Measurable:** Quantify or to have an indicator of progress for your measurable goals.
- **Achievable:** Specify who will do it and how.
- **Realistic:** State the results which can be achieved given your available resources.
- **Time-related:** Specify your target date or time frame when the results can be achieved.

## EXAMPLE GOAL ONE: CAREER

*Win five new clients who spend at least \$2,000 per month for the next six months. To achieve this number, meet with 20 new prospects per month and send out 15 new proposals per month.*

- **Specific:** It clearly states how many clients need to be won and how much they need to spend.
- **Measurable:** The goal states the legwork needed to get there — [generating leads](#) by meeting with 20 new prospects per month.
- **Attainable:** Let's say the company was already winning two to three clients per month. This makes the goal within reach.
- **Realistic:** For all the reasons above, this goal is well within the realm of possibility.
- **Time frame:** It's clearly stated what needs to be done each month and how long this goal has to be achieved.