SMarter GOals FOR SUCCESS
Introduction

Do you find big goals daunting? It just seems to be so much effort, work, and sacrifice to stick to a big goal. It’s a huge commitment--so we’d rather not set any goals than deal with failure.

Just think about the struggle most have with sticking to New Year’s resolutions. It’s easy to lose motivation when you encounter setbacks or failure. You end up believing that you won’t be able to succeed, and so you just give up...

Have you ever thought about why this happens over and over again?

The reason is that your goal is on the wrong channel. It means that your goal is not aligned with your true intention -- what you actually want.

In reality, most people don’t really know what their true intention is; and so, how would their goals ever be aligned?

In this activity worksheet, you’ll learn how to create a successful goal in 2 steps:

- Step 1: Understand your True Intention
- Step 2: Set a SMART Goal that aligns with it

Let’s get started!

Step 1: Understand your True Intention

You may already have a goal in mind, or you may have a general idea of what you want. Regardless, you need to go through this step first.

It’s very simple, just ask yourself **what you want** and **why you want it**; and answer them honestly.

A good way to help you find out the root reason why you want something is by using the **5 Whys framework**. Here’s a very typical example we see a lot:

Jacob is a young dad who works hard hours at a desk job, leaving physically tired with little opportunities for active exercise. He recently decided to finally join a gym to get fit.

**What’s my current goal?** To start working out at least once a day.
Why do I want this?
Because I want to be more fit
  Why... do I want to be more fit?
  Because I have trouble with physical activities that last longer than 15 minutes.
    Why...?
    Because I don’t have time to exercise or I feel too tired at the end of a day
  Why... is that a problem?
  Because my son is turning 2 and I don’t want to have difficulty keeping up with him.
    Why... is this important?
    Because I want to be actively involved in his upbringing and not be on the sidelines for physical reasons.

In this case, Jacob’s true intention is a lot deeper than just “working out”. His goals should in fact be a lot more specific and encompass his lifestyle as well. Here are some example SMART goals he can set instead:

1. Set new morning and night routines aimed increasing my energy
2. Restructure my daily habits (eg: chores) to make them more efficient and give me more time
3. Schedule short but effective fitness sessions that fit into my week that can be easily done either at work or home

If you compare the original goal to the new set of goals, you can see:

  • How much more focused and targeted they are
  • Directly address his current problems/challenges
  • That they are aligned with what he really wants

Which one do you think will turn out successful? It’s a simple exercise, but the end result can be enormous!

Now it’s your turn to find your true intention:
What do I want?

What’s the end result you want to achieve?

Why do I want this?

What’s the value that it gives you? How will it make your current life different? How much does it mean to you?

Step 2: Set a SMART Goal that aligns with it

With your true intention in mind, let’s find out how you can achieve that by setting the right goals.

The foundation of all successfully accomplished goals is the SMART goal.

SMART goal setting is a goal setting method that considers certain factors about a goal relative to the person setting it. These factors are:

- S — Specific
- M — Measurable
- A — Achievable
- R — Realistic
- T — Time bound

The strength of SMART goals is that they set a clear path to achieving goals and they have a clear time frame in which to achieve them.

Let’s go through each of the elements to create a SMART goal.
Specific
It is important to have a clear idea of what you want to achieve. That way you can focus your time and energy on achieving your goal. Also, having a specific goal helps you stay away from distractions.

For instance “I will start planning toward retirement” is vague. Rather than write that, you could say, “I will start planning toward retirement by starting an annuity plan.” This is more specific.

To make your goal specific, ask yourself these questions:

What exactly needs to be accomplished?

Who else will be involved?

Where will this take place?

Measurable
You want to know it when you’ve achieved your goal. You should also be able to tell how far you’ve come during the process, and how much further to go. Be specific with how much or how many about your goal.

Using our example while explaining the Specific acronym, you can make the goal more measurable by saying, “I will start planning toward retirement by starting an annuity plan and saving $500 every month.”

To make your goal measurable, ask yourself these questions:
How will I know I’ve succeeded?

How much change needs to occur?

How many accomplishments or actions will it take?

**Achievable**

How realistic or actionable is your goal?

Look at what skills and resources you already have, and compare them to the things needed to achieve your goal. Think about whether you’ll be able to learn or get the things you lack right now.

A goal like this is not achievable: “I want to get a six-pack in 1 week.” Meanwhile this person is not at all in shape, and losing weight and building muscle would probably take months.

To make your goal achievable, ask yourself these questions:

**Do I have, or can I get, the resources needed to achieve the goal?**

**Is the goal a reasonable stretch for me? (neither out of reach nor too easy)**
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Realistic

Before you proceed to making the commitment toward that goal, you need to think about how realistic it is. Being realistic means you should be willing to make all the commitments required for that goal to be achieved.

Research into the facts and figures relevant to your goal. Then think about the resources available to you, such as your budget, time frame, the help you can get, etc. Ask yourself if your goal makes sense in your situation.

Thus, using our previous example, “I want to get a six-pack in 1 week” for a unfit person is also unrealistic, and will only be overwhelming for him/her.

To make your goal realistic, ask yourself these questions:

Am I willing to make these commitments to reach the goal? Why?

Are the actions I plan to take likely to bring success? Why?

Time Bound

Every goal must have a commencement date and an end date. The act of having deadlines set to your goals is ample motivation to drive you into action. Without a deadline, it is not possible for you to know if you’re making headway with your goals.

“I will start planning toward retirement by starting an annuity plan and saving $500 every month for the next twenty five years” is a time bound goal.

Remember that some goals are short term while some are long term. It is important to always bear this in mind because this will help you in making a clearer and realistic strategy for your SMART goal setting.

To make your goal time bound, ask yourself these questions:
What is the deadline for reaching the goal?

When do I need to take action?

After going through the SMART goal framework, have you formed a solid goal based on your true intention? Write down your final SMARTER goal(s) here:

My SMARTER Goal(s)

What's Next?

Now you have a clear goal about how to achieve your true intention! That's a great step towards getting what you want.

There are always going to be challenges and obstacles in between where you are and where you want to be. If your goal and true intention are aligned, work and effort becomes passion and fulfillment -- this is where real and lasting motivation comes from.

When you set goals with the right intention, you've already won half the battle.

If you'd like to learn more tricks and hacks to finally make your goals happen, stay tuned with our upcoming emails!