

AWEC LEARNING EXPERIENCE: GOAL SETTER



Initial Goal	Write down the goal you have in mind. It should relate to something you want to accomplish in your business this year. Keep it simple - this is just the starting point!
S Specific	Is it Specific ? (<i>Who? What? Where? When? Why?</i>)
M Measurable	Is it Measurable ? (<i>What metrics am I going to use to determine if I meet the goal?</i>)
A Achievable	Is it Achievable ? (<i>What knowledge, skills, and abilities are necessary to reach this goal? Do I have access to these? If not, what type of support do I need to seek?</i>)
R Relevant	Is it Relevant ? (<i>How does this connect to my business's long-term objectives or values?</i>)
T Time-bound	Is it Time-bound ? (<i>What is my deadline for achieving this goal? What can realistically be accomplished within this timeframe?</i>)
SMART Goal	Review what you have written above and craft a new goal statement based on your responses. Use clear, specific language and frame your goal in a positive, action-oriented tone: "I will . . ."