



STRATEGIES by Kisha L. Allen

S.M.A.R.T. GOALS

Today's Date _____ Target Date: _____ Start Date: _____

SPECIFIC

Identify what needs to be done. Be clear and concise, leave no room for misinterpretation. What exactly will you accomplish?

MEASURABLE

Include numeric or descriptive measures that define quantity, quality, cost, etc. How will you know when the goal is met?

ACHIEVEABLE OR ATTAINABLE

Is achieving this goal realistic with effort and commitment? Do you have the resources to achieve this goal? If not, how will you get them?

RELEVANT

What would reaching this goal mean? Why is this goal significant in your life?

TIME-CENTRIC

Identify a target date/ time for completion. When will you achieve this goal?

EXAMPLE:

By December 15th, I will close/acquire \$48,000 in new business (\$4,000 a month and \$750 a week). I will do this by contacting existing customers to up-sell and request referrals, launch a social media marketing campaign and attend DFW networking events each month. I will measure my progress by how much new business is acquired weekly/ monthly/ annually. Adding new clients/ increasing revenue will allow me to grow my business and hire additional staff.