Goodwill
Greater Washington

SMART Goals

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Goal or SMART goal?

A goal is a dream with a deadline.

-Napoleon Hill

Why do we need SMART goals?

Why use SMART goals? When you use the SMART goal framework, you rid yourself of confusion and gain clarity. Setting a SMART goal will help you understand exactly what you need to do (and when you need to do it) to achieve your desired outcome.

SMART or ….

- If your goals aren't SMART, they're… well, *dumb!*

- Seriously, goals that aren't SMART are more like wishes and resolutions — they feel good to make, but they're virtually impossible to implement and achieve.

- In short, you're more likely to achieve your goal when you make it SMART.

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SMART: A mnemonic that provides guidelines in setting goals.

- **Specific**: The goal should be very precise with no room for misinterpretation.
- **Measurable**: The goal should be quantifiable, and progress should be easy to track.
- **Achievable:** The goal should be attainable — not outlandish or unrealistic.
- **Relevant**: The goal should contribute to your broader, overarching goals.
- **Time-bound**: The goal should have a defined start and end date.

Specific

Goals need to be specific and clearly defined. Let's look at these goals:

- Get healthy

- Lose weight

- Lose 10 pounds

- Lose 10 pounds in 10 weeks.

Which is the most specific?

Measurable

- You need a way to measure your success. Use metrics to keep your progress visible and on track.

- 10 pounds, 10 weeks...

Achievable

- **This is about HOW your goal will be achieved (or attained.)**

- What is the action plan? Do you have the resources or capabilities to get to success?

- The goal should be attainable — not outlandish or unrealistic.

- Lose 10 pounds by working out 5 hours a day is probably not realistic for most of us! How about one hour per day? ? ?

Reasonable/Relevant

- Choose goals that matter for you!

- *A bank manager's goal to "Make 50 peanut butter and jelly sandwiches by 2:00pm" may be specific, measurable, attainable, and time-bound, is it relevant?*

Time-Bound

- **Time-bound**: The goal should have a defined start and end date. Without a deadline, we've no way to track our progress or success.

Goal: Learn a foreign language

SMART goal:

- S

- M

- A

- R

- T

Personal SMART goal example

Weak Goal Example: I'm going to get fit.

SMART Goal Example:

- **Specific:** I'm going to start running daily and train for a marathon.
- **Measurable:** I will follow the Nike app training program to run a full marathon.
- **Achievable:** I have done some running before, my body is reasonably healthy, and the marathon is 6 months from now.
- **Relevant:** I want to become a fit, healthy, and strong person — I want to be full of vitality, energy, and zest for life!
- **Time-bound:** I have signed up for a marathon 6 months from now.

SMART Goal Example Summary:

- I'm going to follow the Nike app training program to run a marathon in 6 months.

Personal SMART goal

- Specific- I am going to master learning how to drive and receive my drivers license

- Measurable - I will take a drivers class for 2 weeks

- Achieveable - I have already completed 5 days of driving school and still learning by myself on weekends

- Relevant- I want to master driving to unlock Better work opportunities for myself

- Time bound - I will start July 5 and be done by July 12th

Personal SMART goal example 2

Weak Goal Example: I'm going to write a book.

SMART Goal Example:

- **Specific:** I'm going to write a 60,000-word sci-fi novel.
- **Measurable:** I will finish writing 60,000 words by December 31st.
- **Achievable:** I will write 2,500 words per week.
- **Relevant:** I've always dreamed of becoming a professional writer.
- **Time-bound:** I will start writing tomorrow on January 1st, and finish December 31st.

SMART Goal Example Summary: I'm going to write a 60,000-word novel in 6 months, finishing on December 31. I will do this by writing 2,500 words per week.

Personal SMART goal example 3

Weak Goal Example: I'm going to improve my relationships.

SMART Goal Example:
- **Specific:** I will develop my relationships with Marcus, Joella and Nana.
- **Measurable:** I will call each of these people twice per week.
- **Achievable:** I talk to these people regularly, and we always say how it'd be nice to talk more.
- **Relevant:** I want to deepen my social ties, feel more loved and supported in my life, and support those I love.
- **Time-bound:** I will stick to this plan for 3 months, then re-evaluate and plan my next steps.

SMART Goal Example Summary:
- I will call Marcus, Joella and Nana twice per week for 3 months to develop my relationships with them.

Personal SMART goal example 4

Weak Goal Example: I'm going to buy a house.

SMART Goal Example:

- **Specific:** I will purchase a home by December 2024.
- **Measurable:** I will research neighborhoods with strong public schools and and I will continue to save $500 every month for the down payment. I am applying for a HPAP loan with Prince George's County to assist in down payment.
- **Achievable:** I have attended numerous financial planning classes and am saving money every week for the down payment.
- **Relevant:** I have been saving money for 5 years and have a great credit score.
- **Time-bound:** By December 2024, I will have enough money for a down payment.

SMART Goal Example Summary:

- I will continue to save money, apply for loan support programs and purchase a home for my family in a neighborhood with strong schools by December 2024.

"A goal properly set is halfway reached."

ZIG ZIGLAR

Professional SMART goal example 1

Weak Goal Example: I'm going to be an entrepreneur.

SMART Goal Example:

- **Specific:** I will start a dropshipping business.
- **Measurable:** I will work on my business for 1 hour each day, and the goal is to land my first sale within 4 weeks.
- **Achievable:** I have watched some videos on dropshipping and know that I can use Shopify and Oberlo to start a business quickly.
- **Relevant:** I want to quit my job, work from home, and be my own boss.
- **Time-bound:** I will begin on Saturday and land my first sale within four weeks.

SMART Goal Example Summary:

- I will start a dropshipping business with Shopify and Oberlo on Saturday. I will spend 1 hour on this business each day and work to land my first sale within four weeks.

Professional SMART goal example 2

Weak Goal Example: I'm going to get promoted and get a raise.

SMART Goal Example:

- **Specific:** I will get a promotion to Plumber 2

- **Measurable:** I will study for the plumber 2 exams for 1 hour each day, and the goal is to take the exam by December 2022.

- **Achievable:** I have taken the first two practice exams and know that with focus, I can learn all the materials for the full exam.

- **Relevant:** I want to continue to learn my craft and become a master plumber. Passing the exam moves me up to Plumber 2 status.

- **Time-bound:** I will begin on Saturday and take the exam on December 5, 2022.

SMART Goal Example Summary:

- I will study for the Plumber 2 exam for one hour each day and take the qualifying exam on December 5, 2022. Upon passing the exam, I will move up to Plumber 2, with a significant increase in pay and responsibilities.

Check-in: Let's check in to make sure we "get" it.

- **S**pecific - Focus on specific results, easily identified when they are achieved or not
- **M**easurable - Assessed by metrics (time, quality, quantity, etc.)
- **A**ttainable - Challenging, yet realistic
- **R**elevant, Results-orientated - Meaningful to the position and employee, and results-orientated
- **T**ime Bound - Identify a clear time-frame for completion

Use an action verb	Make it measurable	Answer by when
• Increase	• How much?	• Phase 1 by June 1
• Complete	• How many?	• Phase 2 by August 1
• Conduct	• How much better?	• By the last working day of
• Attain	• How much faster?	each month
• Achieve	• Costs how much less?	

Quiz…

Are these S.M.A.R.T. Goals?	Specific	Measurable	Action oriented	Realistic	Time Bound
1. Continue to learn and improve effectiveness and efficiency.					
2. Continue working toward higher education goals by completing 15 credit hours by next spring.					
3. Develop training guide for incoming students on the process for conducting isotype experiments by January 2023.					
4. Attend national conference.					
5. Submit two grant proposals on project X by June 2023.					

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Summary: How to Write a SMART Goal

Why are SMART goals effective? In short, they can help you gain clarity on your objective and ensure that you do what's needed to achieve your goals.

In summary, follow these 5 simple steps when learning how to set smart goals:

- **Specific**: Determine what you want.
- **Measurable**: Identify what success is.
- **Achievable**: Make sure your goal is reasonable.
- **Relevant**: Ensure your goal aligns with your overarching goals.
- **Time-bound**: Set a deadline and create a schedule.

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And now, it's your turn…

Take some time to create a goal…

Be ready to share…

And more….

- We can add to SMART with ER

- Evaluate (E)
- Reevaluate (R). Retry (R), Relaunch (R), Repeat (R)

SMARTER!

And still more….

Letter	Most common	Alternative
S	Specific	Significant, stretching, simple, sustainable
M	Measurable	Motivational, manageable, meaningful
A	Achievable	Appropriate, agreed, assignable, attainable, actionable, action-oriented adjustable, ambitious, aligned with corporate goals, aspirational, acceptable
R	Relevant	Result-based, results-oriented, resourced, resonant, realistic, reasonable
T	Time-bound	Time-oriented, time-framed, timed, time-based, time-specific, timetabled, time limited, time/cost limited, trackable, tangible, timely, time-sensitive
E	Evaluate	Evaluated, evaluate consistently, ethical, excitable, enjoyable, engaging, ecological, evidenced
R	Reevaluate	Reviewed, rewarded, reassess, revisit, recordable, rewarding, reaching, recognize mastery

Questions?

Goodwill
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1140 3rd Street
Suite #350
Washington, DC 20002

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