

# SMART Goal Planning

SMART  
Goal Planning

Measurable

SMART  
Goals

Attainable

Relevant

Timebound

Selling More Specific





# SMART Goal Planning

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*“Setting goals is the first step in turning the invisible into the visible.”*

*Tony Robbins*

## Notes

Successful people have clearly defined goals and make effective plans to achieve them. Having goals is the fundamental key to success. Goals help you engineer your future in advance of it happening.

Planning goals helps you stay focused, develop and grow, pushing you to transform in ways you never imagined.

If you set yourself well thought out, written SMART goals that are meaningful to you, you are nearly three times more likely to achieve your objectives compared with someone who simply tries hard. Good goals help you focus on what is important, provide a sense of direction and purpose and motivate you when the going gets tough. The goal setting and planning process gives you more clarity in your decision making and helps you plan how to overcome potential objectives before they arise.

There are several types of goals you might like to consider including on your list. Short-term, Long-term and Lifetime goals are all defined by timescale. Lifetime is very straightforward, as the name suggests these are goals you want to achieve in your lifetime. The cut off between short term and long term is a personal choice but typically there are no skill barriers to achieving a short-term goal and you measure them in months, or at most a few years. Long-term is typically between 5 to 10 years.

Stepping stone goals create the path to achievement of lifetime or long-term goals. Typically, they provide you with skills, resources, qualifications or attitudinal changes required for the next step in the process.

# SMART Goal Planning

*"What you get by achieving your goals is not as important as what you become by achieving your goals"*

*Zig Ziglar*



## SMART goal

Describe, as simply as you can, using positive language, the precise goals you want to achieve. Write the goal in a form that is specific, measurable, attainable, relevant and time-bound. Then you will be able to develop appropriate action steps.

The S in S.M.A.R.T. stands for SPECIFIC. You have a much higher chance of achieving a specific goal than a general one. To set a specific goal, ask yourself who is involved? What do I want to achieve? Where will the goal take place? When will it take place?

The M in S.M.A.R.T. stands for MEASURABLE. Your goal is measurable when it can be quantified. You need to establish concrete benchmarks for measuring progress towards each goal you set. When you measure your progress, you stay on the road to success, reach your target dates, and experience the sense of success that spurs you on to continued effort required to achieve your goal.

The A in S.M.A.R.T. stands for ATTAINABLE. Your goal also needs to be realistic and attainable to be successful. In other words, it should stretch your abilities but still remain possible. Attainability may be influenced by time. Let's say your goal is to become CEO of your company, this may be unattainable if you have just started your career and your timeline is 6 months but totally attainable if it's a life-time goal.

The R in S.M.A.R.T. stands for RELEVANT. Your goal must have relevance to your current position and condition to be effective. Ask yourself, is this the right time? Is it worthwhile? Does it matter to me? Will achieving this goal contribute to my success?

The T in S.M.A.R.T. stands for TIME-BOUND. Time is money! Make a tentative plan of everything you do. Everybody knows that deadlines are what makes most people switch to action. So install deadlines, for yourself and your team, and go after them. Keep the timeline realistic and flexible, that way you can keep morale high.

Notes

# SMART Goal Planning

A graphic of a target with three concentric circles (yellow, orange, and dark blue) on a background of orange and yellow clouds. The word "Measurable" is written in a bold, dark blue, sans-serif font across the center of the target.

Measurable

*"If you want to be happy, set a goal that commands your thoughts, liberates your energy and inspires your hopes."*

*Andrew Carnegie*

Notes

## Start Date

Enter the date you started completing the goal.

## Benefits & Losses

List here all the advantages you will gain or losses you will avoid when you reach your goal. Include concrete benefits such as improved income or items you will possess. Identifying both benefits, you will gain and losses you want to avoid. This is important because these are the two driving factors in human motivation.

## Obstacles & Solutions

Identify the obstacles you are most likely to encounter, then make plans to crush them. Consider possible obstacles and formulate possible solutions or actions for overcoming them. Add these strategies to your Specific Action Steps for Achieving this Goal.

Evaluating existing obstacles also increases your awareness of the constraints you need to work within. To choose the most effective course of action, you need to consider limitations like budget, team member's skills and attitudes, available resources and market conditions. Working out how to handle these constraints logically and efficiently should impact the action steps you choose

## Action steps

List the exact actions you must take to bring your goal into reality. Many goals depend upon completion of a series of action steps that you must take in consecutive order, one after another. After listing the steps, indicate the order you must take them in. Some steps might need to be broken down into their own goal with some smaller, more detailed action plans. Set a target

A graphic of a target with three concentric circles (yellow, orange, and dark blue) on a background of orange and yellow clouds. The word "Attainable" is written in a bold, dark blue, sans-serif font across the center of the target.

Attainable

# SMART Goal Planning

*“Our goals can only be reached through a vehicle of a plan, in which we must fervently believe, and upon which we must vigorously act. There is no other route to success.”*

*Pablo Picasso*



Notes

date for each action. As you take action, enter the date you completed it in the date completed column. This gives you a visible check on your progress.

## Resources

Identify the individual(s) and resources needed to achieve this goal

## Measures

How are you going to track your progress towards your goal? Identify benchmarks, KPIs and appropriate performance measures to measure. This provides you with a sense of achievement that will motivate you even more.

## Target date

Once you have planned the action steps needed to achieve your goal, you can work out how long you will take to do the entire job. Fill in the “Target Date”

*All who have accomplished great things have had a great aim, have fixed their gaze on a goal which was high, one which sometimes seemed impossible.”*

*Orison Swett Marden*



# SMART Goal Planning System

Start date	Target date
Benefits	Losses
<div>SMART Goal</div>	
Obstacles	Solutions
Affirmations	Visualisations

[illegible]

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Start date	Target date
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# SMART Goal Planning System

[illegible]

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# Selling More



Selling More is about business success. Selling More is about thriving and growing in these challenging times. Demand in most sectors is on the floor, competition is everywhere, and sales opportunities are few, far between and different compared to 2019. Selling More is about adapting, upskilling and making the most of each and every opportunity by;

- Attracting people to your business
- Choosing winners
- Nurturing people's interest
- Closing more deals in the new normal
- Making time to sell more



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