



WHAT IS A GOAL? WHY DO WE NEED TO SET IT?























THE GOAL MUST BE CLEAR AND UNAMBIGIOUS

GOAL: SPECIFIC



- WHAT? What do I want to accomplish?
- WHY? Specific reasons and benefits.
- WHO? Who is involved?
- WHY? Identify a location





THE GOAL MUST BE DEMONSTRATED AND EVALUATED.

GOAL: MEASURABLE



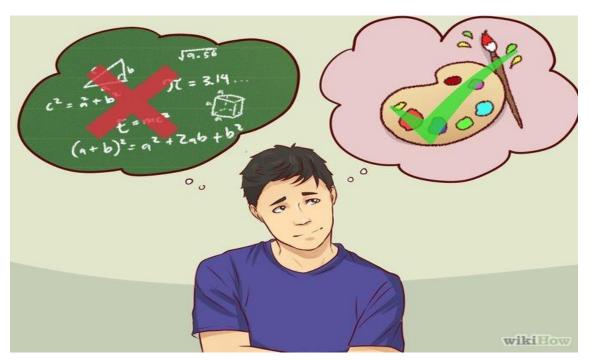
- HOW MANY?
- HOW MUCH?
- HOW will I know that it is accomplished?



GOAL: ATTAINABLE



- HOW can the goal be accomplished?
- HOW realistic is the goal based on other constraints?



GOAL: RELEVANT



- Does this seem worthwhile?
- Is this the right time?
- Does this match our/other needs?
- Are you the right person?



TIME-BOUND

GOAL: TIME-BOUND



- When?
- What can I do six months from now?
- What can I do six weeks from now?
- What can I do today?

