

***GOALS***





***WHAT IS A GOAL?***

***WHY DO WE NEED TO SET IT?***

S



Specific

M



Measurable

A



Attainable

R



Relevant

T



Time Based



***SPECIFIC***

**THE GOAL MUST BE CLEAR AND  
UNAMBIGUOUS**

# GOAL: SPECIFIC



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



# ***MEASURABLE***

**THE GOAL MUST BE DEMONSTRATED AND  
EVALUATED.**

# GOAL: MEASURABLE



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



***ATTAINABLE***



# GOAL: ATTAINABLE



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



***RELEVANT***

# 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?



**Specific**

**Measurable**

**Attainable**

**Relevant**

**Time Bound**