

GOALS





WHAT IS A GOAL?

WHY DO WE NEED TO SET IT?



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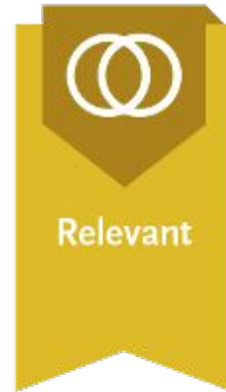
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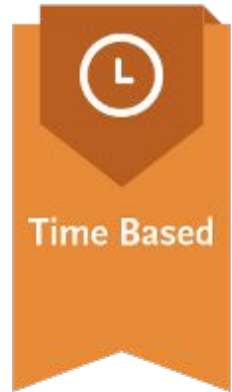
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SPECIFIC

**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

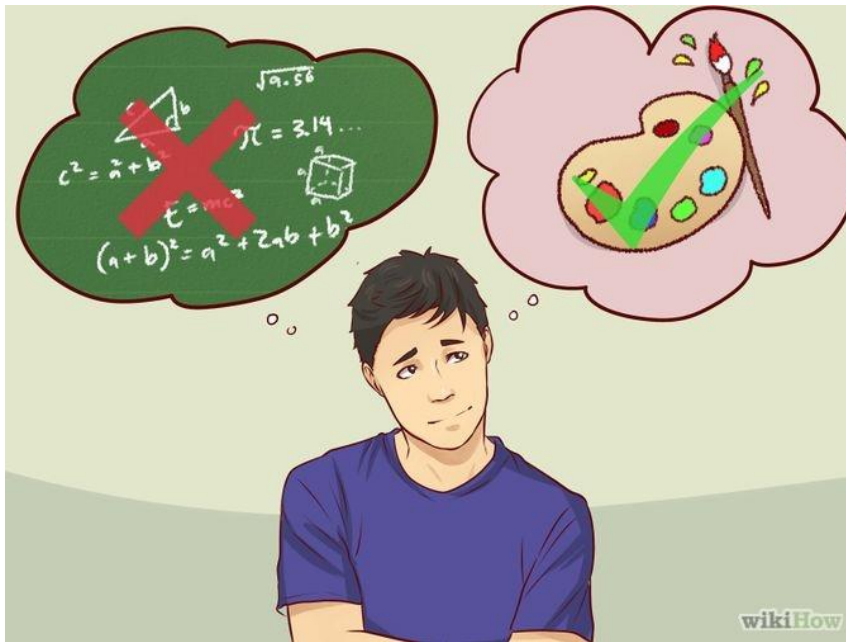


- HOW can the goal be accomplished?
- HOW realistic is the goal based on other constraints?



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