

# SMART Goals

Setting goals in business is very important but not every goal you set is worth your time and energy.

Use the SMART goal framework to see if they are.

Business  
Power Tips



Goal setting in business is very important, and when they're SMART goals, they're incredibly effective.

SMART stands for Specific, Measurable, Achievable, Realistic and Time-based. It gives you five different lenses that you can use to see if a goal is achievable and worth pursuing.

## Specific

When you first set a goal, you might only have a vague idea of what you want to achieve. By making it specific, you can clearly state what you want to achieve, why it's important and how you're going to go about it.

Instead of saying "I'm going to grow my business" a SMART goal would be "I'm going to grow my business by increasing sales".

## Measurable

You need to work out a way to measure your progress towards achieving the goal. You should make a plan with targets and milestones that will clearly tell you when you're travelling in the right direction.

## Achievable

You need to be realistic about your goals, especially when you're starting out or you could be setting yourself up for failure. Having a plan that breaks things down into manageable steps and with time and resources available to you will help.

## Realistic

How realistic a goal is depends on the likelihood of being able to achieve it. The goals need to be in line with all the other factors that directly or indirectly impact your business, or it might not be attainable.

## Time-based

Business goals can't be open-ended and so you need to put a time limit on when you want to achieve it by. It could be weeks, months or even years depending on the goal. However, having a defined timetable helps keep you committed and can create an urgency that motivates you.

**Download the SMART Goal worksheet from the Many Rivers website and contact your business coach if you need help.**



Watch the full video:  
[www.manyrivers.org.au](http://www.manyrivers.org.au)