

GOALS

Date: _____

Where I see myself in one year

Where I see myself in five years

Obstacles

With whom do I want to connect or collaborate?

Planting seeds (e.g., connecting with new people, sending out a proposal, applying for a new opportunity)

Pulling weeds (e.g., administrative tasks, updating website)

Writing S.M.A.R.T. Goals

S – Specific

When setting a goal, be specific about what you want to accomplish. Think about this as the mission statement for your goal. This isn't a detailed list of how you're going to meet a goal, but it should include an answer to the popular 'w' questions:

- Who – Consider who needs to be involved to achieve the goal (this is especially important when you're working on a group project).
- What – Think about exactly what you are trying to accomplish and don't be afraid to get very detailed.
- When – You'll get more specific about this question under the "time-bound" section of defining S.M.A.R.T. goals, but you should at least set a time frame.
- Where – This question may not always apply, especially if you're setting personal goals, but if there's a location or relevant event, identify it here.
- Which – Determine any related obstacles or requirements. This question can be beneficial in deciding if your goal is realistic. For example, if the goal is to sell artwork on Instagram, but you don't have an active following on Instagram yet, that might be an issue. As a result, you may refine the specifics of the goal to be: "Increase engagement on Instagram in order to sell artwork on Instagram."
- Why – What is the reason for the goal? When it comes to using this method for employees, the answer will likely be along the lines of company advancement or career development.

M – Measurable

What metrics are you going to use to determine if you meet the goal? This makes a goal more tangible because it provides a way to measure progress. If it's a project that's going to take a few months to complete, then set some milestones by considering specific tasks to accomplish.

A – Achievable

This focuses on how important a goal is to you and what you can do to make it attainable and may require developing new skills and changing attitudes. The goal is meant to inspire motivation, not discouragement. Think about how to accomplish the goal and if you have the tools/skills needed. If you don't currently possess those tools/skills, consider what it would take to attain them.

R – Relevant

Relevance refers focusing on something that makes sense with the broader business goals. For example, if the goal is to launch a new series of artworks, it should be something that's in alignment with your overall practice and objectives.

T – Time-Bound

Anyone can set goals, but if it lacks realistic timing, chances are you're not going to succeed. Providing a target date for deliverables is imperative. Ask specific questions about the goal deadline and what can be accomplished within that time period. If the goal will take three months to complete, it's useful to define what should be achieved half-way through the process. Providing time constraints also creates a sense of urgency.

S.M.A.R.T. Goals Worksheet

S.M.A.R.T. goals are designed to help you identify if what you want to achieve is realistic and determine a deadline. When writing S.M.A.R.T. goals, use concise language, but include relevant information. These are designed to help you succeed, so be positive when answering the questions.

INITIAL GOAL. Write the goal you have in mind.

SPECIFIC. What do you want to accomplish? Who needs to be included? When do you want to do this? Why is this a goal?

MEASURABLE. How can you measure progress and know if you've successfully met your goal?

ACHIEVABLE. Do you have the skills required to achieve the goal? If not, can you obtain them? What is the motivation for this goal? Is the amount of effort required on par with what the goal will achieve?

RELEVANT. Why am I setting this goal now? Is it aligned with overall objectives?

TIME-BOUND. What's the deadline and is it realistic?

Review what you have written, and craft a new goal statement based on what the answers to the questions above have revealed.

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