

Lesson 7

Goal Setting

7-STEP SMARTER GOALS FORMULA

Goal setting is an important part of life. We need goals so that we have an actionable path towards what we want in life. You can apply this exercise for both short term and long term goals, but for the purpose of this course, take a few minutes and narrow down the list, you wrote in the Goal Planning exercise, to your Top 3 long term goals to focus on first.

These should be BIG goals that push you outside of your comfort zone – like paying off your debt (student loans, mortgage, car, etc.), going into business for yourself, losing 100 lbs.

Make sure what you wrote down in the previous exercise is specific enough and measurable. If any of your goals are vague, go back and write them so they are laser focused, measurable and have a deadline to complete. We call these SMARTER goals. You can simplify your life by following the 7-Step SMARTER goals formula. Where SMARTER stands for: Specific, Measureable, Action, Relevant, Time, Envision and Reflection.

- **S: Specific** – be clear on where you are now and where you want to be in the future. The more you can narrow this down, the better. Don't just say "I want to lose weight" or "I want to make more money". For these two examples, you would put an exact number to it. We need to be able to quantify the goal.
- **M: Meaningful** – Knowing WHY you want to accomplish a goal is just as important as the goal itself. Think about what the goal means to you and be sure that it's something important. When there is a deep enough reason behind why you want something, you're more likely to do what it takes to achieve it. You don't want more money just so you can have more paper sitting around the house. You want it because of what it can bring you: security, time, freedom, etc.
- **A: Accepted/Agreed** – Your goals need to be your own, not just what others want for you. A career goal needs to suit you, not an image of you others may have. You have to really want the goal because you're the one who has to do all the work. Goals should be consistent with what you value and believe in. And they should not be in conflict or be inconsistent with each other.
- **R: Realistic** – Goals that are actually reachable will stretch you without crippling or terrifying you. Attaining the goal should be satisfying in itself. And satisfaction is motivation for the next round of goals. Big goals should be subdivided into goals of more manageable size.

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- **T: Time** – No more “someday”; you have to set an exact date on when you plan to achieve these goals. When your goals are time-bound, they’re measurable, and you can hold yourself accountable by measuring those goals on a daily, weekly, and monthly basis. You’ll know how close are you to achieving your goals and how much further you have to go. Without making your goals time-bound and measurable, you won’t be able to see your progress.
- **E: Envision** – Visualize each of the actions necessary to achieve the outcome you want. Focus on completing each of the steps you need to achieve your goal, but not on the overall goal itself. Create a vivid mental picture of yourself succeeding, envision what you must do during each step of the process and use positive mental imagery to stay focused and motivated when you experience obstacles or setbacks.
- **R: Reflection** – Go back to your goals, read them again and adjust where necessary. For example, if you find that you are continuously hitting a brick wall, readjust your method and techniques. This doesn’t mean you throw in the towel and you failed. It means you need to try a new approach until you start moving forward again towards your goals.

For each of your top 3 goals, go through the SMARTER steps and use the tables below to write out exactly what you’ll need to do to in order to achieve your goals.

When you go through the exercise of writing your goals out, they become more real. This helps you to visually embrace what you want and then can track the progress you’re making as you go and make adjustments where necessary.

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Goal #1: _____

S

• Specific -

M

• Meaningful -

A

• Accepted/Agreed -

R

• Realistic -

T

• Time -

E

• Envision -

R

• Reflection -

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Goal #2: _____

S

• Specific -

M

• Meaningful -

A

• Accepted/Agreed -

R

• Realistic -

T

• Time -

E

• Envision -

R

• Reflection -

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Goal #3: _____

S

• Specific -

M

• Meaningful -

A

• Accepted/Agreed -

R

• Realistic -

T

• Time -

E

• Envision -

R

• Reflection -