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A Development and Training Company

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Are Your Goals for 2011 **SUPER SMART**?

At this time of the year a frequent question I am asked is what can folks do to achieve their 2011 goals. Setting goals is not a new practice. I can remember having to establish annual goals when I kicked off my career over 25 years ago in the pharmaceutical industry and to this day, I still set goals that support my longer term vision and dreams.

Now most of us were taught at one time or another that we should write “SMART” Goals. And most of us can still recall what the acronym stands for. **Setting SMART goals is a good start; however, it is not enough.** Today, we need to take SMART Goals to the next level. We need to **SUPER SMART** our goals. Now, how do you do that?

Before I continue, some of you may still be trying to remember what all the letters in the acronym represent. I will review it for you, but keep in mind, this will not be enough so be sure to read past the review. Here you go...

S mart
M easurable
A ction-oriented
R ealistic
T ime-driven

According to the SMART Goal Setting Process, well-defined goals are *SPECIFIC*. You know exactly what it is that you need to accomplish. They are *MEASURABLE*. You know “how much” you need to achieve. This way you know when you have “gotten there”. They are *ACTION-ORIENTED* which means they are written using some sort of action verb that indicates what you are going to do. SMART Goals are *REALISTIC* and *RELEVANT*. They have to be within your reach, although you do want to be sure you have put some “stretch” into them and they must be relevant. They must be moving you in the direction of achieving your dream. Finally, SMART goals have a Time-component linked to them. They are not open-ended.

A few good examples of SMART GOALS are as follows:

- I will bring in \$60,000 of profit from the sale of my new e-book by January, 2012 though book tours and social marketing
- I will add 10,000 new prospects- small business owners located in the state of Ohio, who have not been contacted previously, to my electronic data base by February 1, 2012.

- My sales team will be trained on consultative selling skills and demonstrate that they can apply their learnings to the top 5 selling situations they will face by June 30, 2011.

As mentioned, SMART Goals are a good start. The problem with traditional SMART Goal Setting is that they do not go far enough. If you are not careful, you can go through the process and establish goals that are “safe and guaranteed”. You want to be sure that you are including true stretch into your goals. You may also be setting goals that do not have a real connection to your longer term vision or dreams. In many cases you may not perceive the real impact that goal achievement can have on you personally. And, finally, you may not have incorporated interim reviews or “mini-goals” to ensure you are making necessary progress.

When defining your SMART Goals in a “**SUPER SMART**” way and use the following, you will take your goals setting to the next level and increase the chances of accomplishing, even exceeding them:

SUPER SMART Goals

- S** SPECIFIC using all of your *SENSES*
- M** MEASURABLE with *MILESTONES*
- A** ACTION-ORIENTED in *ATTACK mode*
- R** REALISTIC with *REACH*
- T** TIME-DEFINED focusing on the *TARGET*

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When setting your goals, not only do you need to make them **specific** with the who, what, how much and when, you also need to be able to picture the outcome using all of your senses. You want to visualize exactly what the outcome will look and feel like. Picture it using all of your **senses**. You may want to draw it or have a photo of what the outcome will look like. What will you hear others say when you accomplish it? What will you say? By visualizing the achievement of your goal, you make its outcome more real to you.

In general, when asked to make goals **measurable**, most people can do it. For example a common goal many folks share is to lose 20 pounds by the end of the year. The problem is they set that same goal at the beginning of every year, never accomplishing it. As you establish the way you will measure the success of your goal, be sure you have included some **milestones** along the way so that you are monitoring your progress along the way. By monitoring your progress, you can determine whether you are on track and make appropriate adjustments as necessary to ensure your success.

Goals need to include the **action** you will take to achieve them. You need to be sure that you are “**attacking**” them with a sense of focus, enthusiasm and urgency.

If your goals are not **realistic** and relevant, you will set yourself up for failure. However, you also need to be sure that there is some **reach** incorporated into your goals. You want to have some stretch. People will always strive to achieve a goal. When you have to reach just a little farther, you will find that you will work a little harder and smarter to get there.

Finally, incorporating **time oriented** deadlines is key to ensuring you will reach your goal in a timely manner. By keeping the **target** visible and in front of you, it will help you to maintain focus. Just like an archer will keep the bulls eye in focus, you also need to have a visual reminder of your target. Post your goals in a place you can see them every day and be reminded so you can stay focused.

By taking your SMART Goals to the next level - “**SUPER SMART**”- you will find that you can accomplish amazing things and faster than imagined.

And remember, you must write them down. Many of the leaders and business owners I have worked with over the years will tell me that they have goals. However, when I ask them to show them to me, I often hear: “Well, I don’t actually have them written down. They are in my head.” The best way NOT to accomplish your goals is NOT to write them down and NOT to define them very specifically. Your **SUPER SMART** goals provide the roadmap you need to get to your destination. Goals provide a target. They give you hope. They help to keep those necessary tasks and actions that will lead you to success.

If you would like to hear more on how you can make your goals **SUPER SMART** contact carol@impactlearninginc.com If you are interested in scheduling an On-The-Spot – one time coaching session- with Carol or one of the IMPACT Learning Coaches, please take advantage of the February Promotion – only \$97 instead of the usual \$297. This promotion is being offered for the entire month of February in recognition of International Coaching Week which occurs in February!