SMART Goals

Introduction

The S.M.A.R.T. goals have become a popular approach for setting goals and creating a roadmap for achieving them, allowing you to better organize your time and resources so that you can make progress in the most efficient way.
The SMART goals were first outlined in 1981 by George T. Doran in the Management Review magazine. In his article, titled "There's a S.M.A.R.T. Way to Write Management's Goals and Objectives," Doran discussed the importance of measurable and achievable business goals for an organization.
Setting SMART goals can help you move forward in your career and achieve the success you want. While goals can be challenging, using the SMART framework can organize the process and provide structure before you begin.

Vitamin Definition

SMART is an acronym that stands for **S**pecific, **M**easurable, **A**chievable, **R**ealistic, and **T**imely. Therefore, a SMART goal incorporates all of these criteria to help focus your efforts and increase the chances of achieving your goal.

Usage of the Vitamin

In general, SMART goals can be used whenever there's a need to give structure to a set of goals, but they're most useful for setting those you want to accomplish in a particular time frame

Vitamin Details

Therefore, a SMART goal incorporates all of these criteria to help focus your efforts and increase the chances of achieving your goal. It's important to know what each word means and how we would measure each part.

When we say the goal must be:
Specific means that the goals should answer to 5W questions:

- ✓ Who – who is involved?
- ✓ What – what do you want to accomplish?
- ✓ Where – where will you complete the goal?
- ✓ Which – which barriers might get in your way?
- ✓ Why – why are you doing it?

The objective should be clear enough and should describe precisely what we aim to.

Measurable means that the process prompts you to apply methods of measuring your progress toward achieving your goal. Having something to quantify your goals makes it easier to track progress.

Achievable: Your goal needs to be realistic and attainable to be successful. It is very important to set realistic goals, bearing in mind that, on the basis of their fulfillment, you can then aim higher.

Relevant: Each of your goals should align with your values and larger, long-term goals. The goals must be important and transcendent to your values or the company's general objectives of the business

Time-based: the goal should be time-based, so that they are assigned appropriate time frame. Providing a target date for deliverables is imperative. Specific questions should be asked regarding the deadline and what can be accomplished within that time frame.

EXAMPLES:

We'll see an example of a smart goal and a not-so-smart goal by each letter:

Specific:
Non-smart goal: I want to be hired in a tech company. (This barely tells you where you can apply and which kind of jobs you should find)
Smart goal: I want to be hired by a tech company as a Project Manager

Measurable:
Non-smart goal: I will increase my typing speed (doesn't specify where I am now or what I hope to achieve)
Smart goal: I would like to increase my typing speed from 45 words per minute to 70 words per minute, and I can measure my progress by taking timed tests that show the increase in my typing speed

Achievable:
Non-smart goal: I will update my resume and have my resume ready (it doesn't specify anything, so it could take a long time to complete that goal)
Smart goal: I will update my resume with relevant qualifications, so I can apply to two open positions for Project Manager

Relevant:
Non-smart goal: I would like to increase my typing speed
Smart goal: I would like to increase my typing speed from 45 words per minute to 70 words per minute, so in a couple of months I can apply for that manager assistant position, which one of the technical requirements is to have a typing speed of 60 words per minute.

Time-based:
Non-smart goal: My goal is save money the whole year
Smart goal: My goal is to set aside 25% of my savings and increase it by investing in IT store the next year

Now let's read another example on how we can improve our goals:

Wendy said she wants to keep growing at the company she works for. By the time she was asked for her career goal, she had already stated that her long-term goal was to become a Senior IT Recruiter. However, she does not have a clear enough goal, so let's show her how to set a smart goal.

Original goal: Be promoted to a Senior IT Recruiter

Smart goal: Earn a promotion to Senior IT Recruiter by completing the required IT training module in two months and applying for the role at the end of the next semester.

Why does the last goal is smart?

Specific: The goal-setter has clearly set the objective to be promoted to Senior IT Recruiter.

Measurable: Success can be measured by ending a training module, filing the application and earning the promotion.

Achievable: The goal-setter will complete the training necessary to earn the promotion.

Relevant: The goal-setter is planning to apply for the promotion after finishing the training IT module.

Time-based: The goal-setter has set a deadline to achieve her objective at the end of the following business semester.