SMART goals

Setting goals for yourself or your organization can be challenging, especially when what you want is poorly defined, has no success criteria and doesn't make sense to other people. Poorly defined goals often wind up getting put aside, which can leave you feeling disappointed that things aren't moving the way you want them to.

Fortunately, structuring a goal does not have to be difficult. Doran (1981) developed a simple framework that you can use to define what matters most to you.

The statement "I want to improve my social skills" sounds like a good goal, but lacks important details. The following offers a very clear plan to bring that goal to life:

S PECIFIC	WHAT WILL YOU DO OR IMPROVE?	
M EASURABLE	HOW WILL YOU SHOW PROGRESS?	
A CHIEVABLE	WHAT IS A REASONABLE THRESHOLD?	
R ELEVANT	WHO DOES THIS BENEFIT?	
T IME-BOUND	WHEN WILL THIS BE DONE BY?	

During the party tomorrow night, *I will*
TIME-BOUND   RELEVANT

initiate conversation with *at least 2 different people*
SPECIFIC   MEASURABLE

before I leave and *keep each conversation going*
TIME-BOUND   SPECIFIC

for at least 5 minutes *without checking my watch.*
ACHIEVABLE   RELEVANT

Using the framework above, develop a goal of your own. Start by separately listing out its different features.

SPECIFIC	
MEASURABLE	
ACHIEVABLE	
RELEVANT	
TIME-BOUND	

Then, tie each feature together into a single goal. It's okay if you need to use 2-3 sentences, by try to stay concise.