



SMART Goal Setting Guide

The following are components of an effective goal – one that describes performance standards that will “tell us what good behavior looks like.” The SMART acronym can help us remember these key components.

SMART Goal Criteria

Specific: The goal should identify a specific action or even that will take place.

Measurable: The goal and its benefits should be quantifiable.

Achievable: The goal should be attainable given available resources.

Realistic: The goal should require you to stretch some but allow for the likelihood of success.

Timely: The goal should state the time period in which it will be accomplished.

Tips to Set Effective Goals

1. Develop several goals. A list of 5-7 items gives you several things to work on over a period of time.
2. State goals as declarations of intentions, not items on a wish list. Instead of “I want to apply to three colleges,” say “I WILL apply to three colleges.”
3. Set a date for each goal. State what you intend to accomplish, and by when. A good list should include short-term and long-term goals.
4. Be specific. “To find a job” is too general. “To find and research five job openings by the end of the month” is better.
5. Share your goals with someone who cares if you reach them. Let them check on your progress and hold you accountable.
6. Write down your goals and put them where you will see them. The more often you read your list, the more results you get.
7. Review and revise your list. Experiment with different ways of stating your goals. Goal setting improves with practice – have fun with it.

Writing an Effective Goal Statement

Rules for writing goal statements:

1. Use clear, specific language.
2. Start your goal statement with: To + a verb.
3. Write your goal statement using the SMART goal criteria.
4. Be positive. Avoid using negative language.

What is your basic goal?

SPECIFIC	
MEASURABLE	
ATTAINABLE	
REALISTIC	
TIMEBOUND	
My Goal Statement	

Agent Name: _____

Date: _____