

## Facts About Goals & Goal Setting

by Jeremy Bradley



All of us have things we want to achieve, but it is often easier to achieve goals when they are clearly articulated. This is because a specific goal has a much better chance of being achieved than a goal that is too general to define. Small-business owners can also benefit from setting goals that are SMART: specific, measurable, attainable, realistic and time-sensitive.

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on achieving this goal? Why am I doing this? When will I find the time? How will I measure my success and reward myself?

### Attainable

In addition to setting goals that are specific and measurable, it is important that your goals are attainable. While it is always nice to aim high, attainable goals are rooted in a positive attitude about what you hope to accomplish. Do you have the charisma, persistence and perseverance to work toward attaining a goal? If not, you may find it extremely difficult to reach your goal. These are personality traits that can be developed, but more important you have to want to achieve the end result for it to become attainable.

### Realistic

Closely linked to attainability, goals must also be realistic. To be realistic, the goal you set must be reasonable and able to be measured. If your goal is just a dream that can never become reality given your current business or personal situation, then you should think about setting smaller goals that can be measured and attained in order to take tiny steps toward the bigger goal. Feeling as if you've accomplished something is the best form of encouragement to do more, so set goals that are realistic and which force you to motivate yourself to achieve them.

### Time-Sensitive

As mentioned, goals should be time-sensitive. A goal that has an expiration date of 10 years from now will be extremely hard to manage. More often than not, you'll want to set goals that can be measured within a reasonable time frame of between several weeks to several months. You might have goals for your business over the next year or so, but these will probably include smaller

### Specific

Setting a specific goals means establishing some criteria on which to measure your progress. Measuring your progress toward a goal can help you stay on track and meet deadlines, and it will give you a sense of accomplishment when you've reached a milestone. To make your personal and professional goals as specific as possible, ask yourself the following questions: 1. What do I want to achieve in the next week, month and year? 2. How will I measure my progress toward the goal? 3. How will I know when it is accomplished? If your goal is to increase sales of a particular product, the answers to these questions might be: "I want to sell 50 units in the next 30 days. I will know I have achieved my goal when I have sold the units, shipped them to customers and received payment."

### Measurable

Measuring a goal is part and parcel of creating a specific goal. Here you can expand on the questions you asked yourself above by including the five W's and one H: who, what, where, why, when and how. Who will benefit by achieving this goal? What do I hope to accomplish for myself or my business? Where will I work

goals that help you get to the big one. The important part about setting time-sensitive goals is that you stick to the self-imposed deadlines. Having the pressure to finish something by a given date will encourage you to work hard to attain it, and rewarding yourself when you've finished will make it all worth while.

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