

5 Elements of a Useful Goal



Specific

Goals should be straightforward and emphasize what you want to happen. Specifics help us to focus our efforts and clearly define what we are going to do. Ensure the goal you set is very specific, clear and easy.

- WHAT are you going to do? Use action words such as direct, organize, coordinate, lead, develop, plan, build etc.
- WHY is this important to do at this time? What do you want to ultimately accomplish?
- HOW are you going to do it?

Measurable

If you can't measure it, you can't manage it. There are usually several short-term or small measurements that can be built into the goal.

Establish concrete criteria for measuring progress toward the attainment of each goal you set. When you measure your progress, you stay on track, reach your target dates, and experience the exhilaration of achievement that spurs you on to continued effort required to reach your goals.

Attainable

When you identify goals that are most important to you, you begin to figure out ways you can make them come true. You develop that attitudes, abilities, skills, and financial capacity to reach them. Your begin seeing previously overlooked opportunities to bring yourself closer to the achievement of your goals.

Goals you set which are too far out of your reach, you probably won't commit to doing. Although you may start with the best of intentions, the knowledge that it's too much for you means your subconscious will keep reminding you of this fact and will stop you from even giving it your best. The feeling of success which this brings helps you to remain motivated.

Realistic

Realistic, in this case, means "do-able." It means that the skills needed to do the work are available; that the project fits with the overall strategy and goals of the organization. Be sure to set goals that you can attain with some effort! Too difficult and you set the stage for failure, but too low sends the message that you aren't very capable. Set the bar high enough for a satisfying achievement!

Timely

Set a time frame for the goal: for next week, in three months, or by next year. Putting an end point on your goal gives you a clear target to work towards.

If you don't set a time, the commitment is too vague. It tends not to happen because you feel you can start at any time. Without a time limit, there's no urgency to start taking action now. Time must be measurable, attainable and realistic.