

## Goal Setting Worksheet – SMART Goals

For a goal to be worthwhile; it must be Specific & Significant, Measurable, Achievable, Rational, Tangible & Time Framed.

**Specific:**

Is your goal clearly defined?

**Significant:**

Is the goal important to you and your business, will it make a marked improvement or change in the way you do business?

**Measurable:**

How will you know when you've reached your goal? Set a clear mark. How are you going measure it?

**Achievable:**

Set goals that you can reach. Be realistic and obtain feedback from associates, especially regarding time frames and budget requirements.

**Rational:**

Are the resources available or will they be available to achieve the goal?  
Will you have the time to reach the goal?

**Tangible:**

Can you see the goal clearly; can you concisely state the goal in one sentence?  
"Increasing Sales" is NOT a goal, "Increasing Sales by 20% by December 31<sup>st</sup>" is a tangible goal.

**Time Framed:**

Set a realistic time frame in which to achieve your goal.

**Examples of Goals:**

Increase Sales	Increase Stock Price	Marketing Endeavors
Strategic Alliances	Attract Buyers for Co.	Create Overseas Visibility
Create Stability	Reduce Costs	

1. The company's specific goal is...

2. We can measure results so we know we've reached the goal by...