In reviewing the five characteristics of good goals, I would say that the first characteristic, specific and measurable, and the third characteristic, attainable, are important for effective goal setting and attainment. Ensuring the goals are specific and measureable sets the foundation for all of the other characteristics to build on. Being specific and detailed about what is desired will help the goal setter to clearly identify and focus on the end result. Being specific also helps the goal setter to identify the steps required to attain the goal.

Attainability is another characteristic of good goals that is important to effective goal setting. Setting goals that are unrealistic for your current situation is to set yourself up for failure. Which, could subsequently, have a negative impact on future goals. If the goal setter attempts to accomplish a goal that is highly unlikely to happen at the present time, they could become discouraged based on the failure and decide to refrain from attempting to set goals or pursue their desires in the future. For example, an entry-level employee fresh out of undergraduate school desires to become the manager of the company they work for. Even though they do not yet qualify for the position, through their optimism, they decide to apply for the position after only two months of employment. Because the employee lacks the experience and knowledge required to be successful in the position, their application is rejected. Depending on how the rejection is delivered and received, the employee could decide to refrain from pursing that goal in the future. A more attainable goal for their present situation would be to master the position they are currently assigned to, learn everything they can about the company, review the qualifications for a management position, connect with someone who could mentor them and assist in developing the required skills for a manger, and possibly strive to gradually be promoted over a five year period (i.e. team leader, supervisor, and then manager).