



— Brian Tracy's —

# **SMART Goals**

— Cheat Sheet —

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— INTERNATIONAL —

# Brian Tracy's *SMART* Goals Cheat Sheet

Do you ever feel like you're working incredibly hard, yet not achieving your goals?

Maybe you see little improvement in your skills or achievements when you reflect on the last five or 10 years.

Or perhaps you struggle to see how you'll fulfil your ambitions in the coming months.

The fact is, too many people spend their lives drifting from one job to another, or trying to get more done while actually accomplishing very little.

When it comes to achieving success, one of the most important steps that you can take is **setting good goals**. It is also important to recognize, though, that not all goals are created equal.

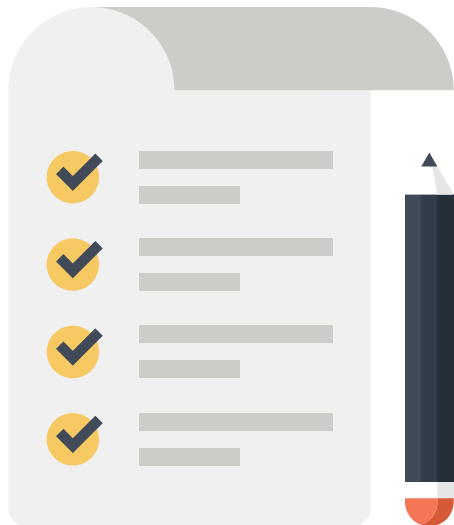
Setting SMART goals means you can clarify your goals, focus your efforts, use your time and resources productively, and increase your chances of living your ideal life.

# So what does SMART mean?

It's a helpful acronym that helps make sure your goals are clear and reachable.

**So, each goal should be:**

- **S**pecific (simple, sensible, significant).
- **M**easurable (meaningful, motivating).
- **A**chievable (agreed, attainable).
- **R**elevant (reasonable, realistic and resourced, results-based).
- **T**ime bound (time-based, time limited, time/cost limited, timely, time-sensitive).



# How to use SMART

Let's first start with each letter:



## 1. Specific

Good goals are not ambiguous. Rather, you need to have a clear, concise goal that you can set your sights on. For example, rather than saying “I want to have a better body” you could say “I want to lose fifteen pounds this summer”. You can see how the latter example is much more specific, and, therefore, is a better goal.

**When drafting your goal, try to answer the five “W” questions:**

- **What** do I want to accomplish?
- **Why** is this goal important?
- **Who** is involved?
- **Where** is it located?
- **Which** resources or limits are involved?

## 2. Measurable

Tracking the progress of your goal is an important part of keeping you motivated. It allows you to set milestones that you can celebrate when you meet them and reevaluate when you don't. It's a good idea, then, to always have some aspect of your goal that can be measured and evaluated.

**A measurable goal should address questions such as:**

- How much?
- How many?
- How will I know when it is accomplished?

## 3. Achievable

Far too many people fall into the trap of setting impossible goals for themselves. While impossible goals may push you forward for a while, you will almost certainly end up giving up on them at some point in the future. Instead of impossible, your goals should be challenging yet achievable.

Before you set a goal, make sure that you can actually envision yourself achieving it.

**An achievable goal will usually answer questions such as:**

- How can I accomplish this goal?
- How realistic is the goal, based on other constraints, such as financial factors?



## 4. Relevant

Not all goals are as worthwhile as others. Unless your goal is relevant to your overall plan for your life, achieving it may not accomplish anything. In order to ensure that your goal is beneficial, make sure that it is worth your time, make sure that achieving it will provide positive benefits to your life, and make sure that this goal aligns to at least some degree with the other goals you have.

**A relevant goal can answer “yes” to these questions:**

- Does this seem worthwhile?
- Is this the right time?
- Does this match our other efforts/needs?
- Am I the right person to reach this goal?
- Is it applicable in the current socio-economic environment?



## 5. Time-bound

Good goals need to have a target time attached to them. For example, rather than saying “I want to start reading more books” you could say “I want to read twelve books in the next six months”. You can see how the person who set that second goal will be much more motivated to succeed since they have a target date in mind for their goal.

When considering how to write SMART goals, it's a good idea to write down each of these criteria then write a sentence or two about how your goal fits each one. If you can write a goal that fits each of these criteria, you'll have come up with a SMART goal that is sure to be much more beneficial than a standard goal.

### A time-bound goal will usually answer these questions:

- When?
- What can I do six months from now?
- What can I do six weeks from now?
- What can I do today?



# Smart Goals Examples

## Example #1: Saving Money

Let's say that your goal is to start saving more money.

Now, in and of itself, this isn't a SMART goal, but it can easily be modified so that it is one.

### For example:

You could say that you want to save \$10,000 a year for the next ten years.

Now, the goal is specific and measurable, since you have an amount that you are shooting for and the ability to measure the amount you end up actually saving.

This goal is time-bound as well, since your goal is to save a specific amount each year over a given period. Whether the goal is achievable depends on your own financial situation, but assuming it is, the goal fits that criteria as well.

Lastly, you have to analyze whether saving money is a relevant and important goal for you personally. Assuming it is, then the goal in this example fits all the criteria of being a SMART goal.



## Example #2: Making An “A” On A Test

In the last example, the goal in question was a pretty long-term goal.

However, short-term goals can certainly be SMART goals as well.

### Here’s how:

Let’s say your goal is to make an A on an upcoming test in a class you are taking.

Right from the start, this goal is a SMART goal. It’s certainly specific and measurable. It’s time-bound since the test will no doubt take place at a given date sometime in the future. We can also assume it’s achievable and relevant as well.

As you can see, sometimes goals must be modified so that they fit the criteria of a SMART goal, and other times the initial goal you set already fits the criteria. Either way, ensuring that the final goal you end up setting is a SMART goal is the best way to go about goal setting.

# How to Use This SMART Goals Template

Answer all of the following sections for each of your goals. Then use the fill-in-the-blank template to write them out in sentence form. Then take immediate action and accomplish them!

Step	Meaning	Description	Goal Details
<b>S</b>	Specific	What do I want to accomplish? Why is this goal important? Who is involved? Where is it located? Which resources or limits are involved?	
<b>M</b>	Measurable	How much? How many? How will I know when it is accomplished?	
<b>A</b>	Achievable	How can I accomplish this goal? How realistic is the goal, based on other constraints, such as financial factors?	
<b>R</b>	Realistic	Does this seem worthwhile? Is this the right time? Does this match our other efforts/needs? Am I the right person to reach this goal? Is it applicable in the current socio-economic environment?	
<b>T</b>	Timely	When? What can I do six months from now? What can I do six weeks from now? What can I do today?	

## Fill-in-the-blank template for writing your final SMART Goal.

**Directions:** Place your answers above on the blank lines to create a complete paragraph.

My goal is to [ S ] \_\_\_\_\_.

Which will be measured by [ M ] \_\_\_\_\_.

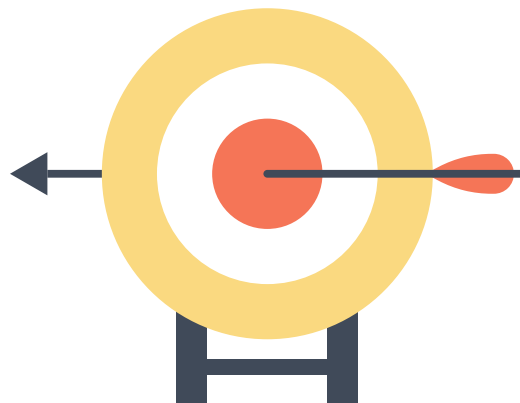
I will accomplish this by [ A1 ] \_\_\_\_\_ which I know is realistic

because [ A2 ] \_\_\_\_\_.

This effort is worthwhile because [ R ] \_\_\_\_\_ and it will be

achieved by [ T1 ] \_\_\_\_\_ with milestones set at

[ T2 ] \_\_\_\_\_.



# BONUS EXERCISES

SMART goals may be more beneficial than the average goal, but setting a SMART goal is still only half the battle – now you have to achieve it.

This, of course, is the aspect of goal setting that people have the most trouble with. But if you're serious about seeing your goals through to completion...

I recommend you follow these three steps:

## Create A SMART Action Plan

Every SMART goal needs a SMART action plan to go along with it. This action plan focuses on how you can go about achieving your goal through things such as setting milestones, highlighting potential pitfalls that could keep you from reaching those milestones, deciding what actions you need to take to reach them, and deciding on a schedule you want to stick to.

## Use A Goals Planner

I'm a big believer in the usefulness of planners, and that usefulness can be applied to achieving your goals as well. Once you've created milestones and a schedule in your SMART action plan, write them down in a planner and cross them off as you achieve them. Doing this will help you stay organized and keep you on track to reaching the goals you set.

## Stay Focused With A Goal Journal

The truth is that the drive to achieve your goals will likely both wax and wane over time.

With this being the case, you may find yourself at the point where you have all but forgotten why you set this goal for yourself in the first place. To avoid this, one of the best things you can do is to keep track of your progress in a goal journal.

Not only will writing down your thoughts, progress, and more in a journal help keep you focused on your goal, it will also serve as a reminder of why you need to stay motivated.

Following through on the SMART goals you set will always be more challenging than setting them, but if you remain dedicated and follow a well-thought-out strategy then you can certainly achieve each and every goal that you set.

While implementing SMART goals is a great first step to easily achieving your ideal life, I'd like to show you an even easier, more effective way to master your time and achieve all you ever wanted.

### I'm talking about my program, *Power Productivity*.

This transformational program will help you:

- Identify your life goals and map out your path to success
- Implement proven systems for staying productive
- Eliminate procrastination from your life forever
- Plus much more!

[Click here to learn more.](#)

# About The Author

**B**rian Tracy is Chairman and CEO of Brian Tracy International, a company specializing in the training and development of individuals and organizations. Brian's goal is to help you achieve your personal and business goals faster and easier than you ever imagined.

Brian Tracy has consulted for more than 1,000 companies and addressed more than 5,000,000 people in 5,000 talks and seminars throughout the US, Canada and 56 other countries worldwide. As a Keynote speaker and seminar leader, he addresses more than 250,000 people each year.

He has studied, researched, written and spoken for 30 years in the fields of economics, history, business, philosophy and psychology. He is the top selling author of over 50 books that have been translated into dozens of languages.

He has written and produced more than 500 audio and video learning programs, including the worldwide, best-selling Psychology of Achievement, which has been translated into more than 20 languages.

His exciting talks and seminars on Leadership, Selling, Self-Esteem, Goals, Strategy, Creativity and Success Psychology bring about immediate changes and longterm results.

Brian is the president of Brian Tracy International, a company that helps individuals and businesses of all sizes achieve personal and professional goals.

To learn more about Brian Tracy, please visit [www.briantracy.com/AboutBrian](http://www.briantracy.com/AboutBrian). If you have any questions about Brian Tracy learning programs and services, please email [Support@BrianTracy.com](mailto:Support@BrianTracy.com) or call 1-858-436-7300.