

Creating S.M.A.R.T. Goals

Specific
Measurable
Attainable
Realistic
Timely

Goal Setting Pledge

I, _____, commit today, _____(date), to doing the work necessary to reach my goal. I pledge to apply myself, giving every ounce of positive energy to my goal. I, _____, am worth it!

Goal Setting Form

1. The one thing I desire most at this present time is:

My Why? _____

Long Term Goal/Objective

Specific: _____

Timeframe: _____

- Create a simple dream board illustrating your desired outcome.
- Take five minutes today to imagine yourself joyfully living your desire. Feel your body come alive with pleasure.

Obstacles: _____

There are always obstacles to be overcome to reach goals, or it wouldn't be something worth achieving! By listing the main challenges right away they won't be able to "take you by surprise" and stop you dead in your tracks. No More Excuses!

The Small Steps:

What is the definition of a small step? It is any *action* you can take that would breathe life into your why?, your long term goal, that would bring a sense of forward movement, or that would make you feel good about being involved in the ideas and desires that are most important to you. *Today* action steps are immediate tasks that move you closer to your long-term goal.

My Actions:

Short Term Goals:

Contact _____ New People Daily
Deliver 1 Min Message ____ Daily
Follow up w/ _____ People Each Day
Spend _____ Minutes Improving Daily

At the end of each day, spend a few minutes evaluating the day...did you meet your daily goals? If so, place a quick call to your enroller to "celebrate"! If not, place that same call and discuss what can be done to improve your actions!

Enroll ____ Members Each Week
Listen to _____ Calls Each Week
Cycle _____ Times Each Week

My reward: _____

Medium Term Goals:

Attend or Plan _____ Event Each Month
Develop _____ New Leader(s) Monthly
Earn \$ _____ Monthly

Attend Annual Convention
Rank Advance Every 4-8 weeks!

It's been said in business that the greatest enemy of action is the lack of a plan. We say the greatest enemy of a plan is lack of action. Goals become merely wishful thinking unless you further define them as *objectives* with specific measurements and act upon them.

How to set a "good" objective

"Earn more money" is a goal, but it isn't a good objective, because it provides no direction or measurement. How much? By when? How? "Read the 100 Greatest Books Ever Written" is a goal, but it isn't a good objective. How many books per year? How many pages a day?

A good objective answers several necessary questions. Let's use the term "SPAGHETTI" to describe the nine components of a good objective:

S—pecific. Measure your progress in numbers, percentages, milestones, dates, etc. "Learn software program" isn't specific, but "Spend five hours a week learning software program" is. "Lose weight" isn't specific, but "Lose 30 pounds at 1 pound a week" can be measured by simply stepping on the scale. "Make more calls" isn't specific, but "Make five new outbound prospecting calls a day" is.

P—otential problems. What obstacles might you encounter when working on your objective? What might come up that would prevent you from obtaining it? Consider early in the process what could go wrong. Take action to put contingency plans into place and resolve problems before they occur.

A—cceptable. The objective should be *yours*. It's all right to accept advice and suggestions from others, but you will be more motivated to do something if it's something you really want to do. Be cautious about defining success in terms of what a spouse, parent or mentor sees as success for you.

G—ift. We stay motivated to work toward our objectives when we know the rewards. What will be your reward once you've accomplished the objective? Major accomplishments deserve a special treat. Give yourself something exciting to shoot for! What is self-motivating enough to make you want to strive for it? A vacation? A night

out? A massage? Rewards can also be intrinsic, such as increased self-esteem, more confidence, the pleasure of a job well done, etc. Remember, if the "why" is strong enough, the "how" becomes easier.

H—ard enough. Objectives should challenge you, but they shouldn't be a fantasy or daydream. Make them realistic so you don't set yourself up to fail, but make them hard enough that you will have to stretch a bit. When you experience success at reaching stretch objectives, you gain more confidence to set harder ones next time.

E—valuate. Milestones along the way help you evaluate your progress. Review your objectives periodically to ensure that they continue to be realistic, timely and relevant. For example, measure your weight each week, summarize your sales calls every day or determine how many pages you wrote each day.

T—angible. Objectives must be written down or else you'll tend to edit in your head as you go along. Many people daydream about what they want to accomplish, but far fewer actually write this down. Once written, the objective becomes tangible and concrete. Written objectives are also a reminder and a historical record.

T—ime bound. Good objectives have target dates. Set time limits, and define start and stop dates. Often you will have multiple action steps, each with a target date.

I—nspirational. The objective should be uplifting and positively phrased. Have confidence in yourself! We tend to rise to the level of our own self-esteem. Picture yourself reaching your objective. Picture the result the moment you achieve your objective and how you will feel. Use positive self-talk and hear what others will say when the objective is achieved. When you're having a slow day, you can visualize that picture and get an immediate energy boost!

Let's take the weakly stated goal, "Earn More Money," and apply the SPAGHETTI model to create an effective objective:

S—pecific: Earn \$500 per month within the next 6 months

P—otential problems: Time, experience, fear

A—ccepted: This will allow me to quit my second job

G—ift: Dinner out with the Family

H—ard enough: It's realistic, but I'll have to work at it

E—valuate: I can measure my progress by watching my Vemma team grow!

T—angible: Write down the objective several times and post it where I can see it

T—ime bound: Starting now, ending 6 months from now

I—nspirational: I CAN DO IT! I will feel so good!