



EGUIDE

S.M.A.R.T GOALS

Create your roadmap for success

archecareers.com

SPECIFIC

MEASURABLE

ACHIEVABLE

RELEVANT

TIME-BOUND

SMART Goals

Setting career goals helps motivate you towards achieving certain objectives or targets. Whether your goal is to get a promotion, pivot to a new career or make a sales target they all share a similar trait in that it's something we want to achieve in the future.

SMART goals are a way to set goals for ourselves each year. There's a reason this framework is so popular – it simply works!

SMART Goal Framework

SMART is an acronym for **Specific, Measurable, Achievable, Relevant and Timebound** and helps to create goals that are targeted to be completed within a certain timeframe.

Specific *What do I want to achieve exactly?*

Goals should be well-defined and focused. Instead of saying you want to increase your client base, say I want to add 20 new clients to my portfolio. Creating a specific goal can become a magnet and helps you focus on the end result.

Measurable *How will I measure my progress, outcome or result?*

Goals should have a measurable outcome so you can track your progress. Determine how you will measure your progress.

Achievable *Is this goal realistic?*

We're big fans of dreaming big and failing small but it's important to set goals that are within your reach. You can build on short term goals to help you achieve a longer term goal such as moving to a new industry.

Relevant *How does this goal help further my career aspirations?*

Goals should be relevant and important. Adding 20 new clients to your portfolio will grow your business and increase your revenue.

Timebound *When do I want to achieve this goal by?*

If you're busy responding to emails and client calls all day it can be easy to lose sight of your goal. Setting a time frame helps you develop a sense of urgency, makes it easier to prioritize the important vs the urgent and helps keep you on track.

"A goal without a plan is just a wish."

Antoine de Saint-Exupéry

Create an Action Plan

Every goal requires a plan to succeed. Establishing a roadmap of small achievable milestones literally creates a pathway for success.

Step 1

Identify Your Main Goal

This could be to move to a new industry or start a second career.

Step 2

Identify the Actions Needed

If your goal is to move to a new industry or start a second career, there are specific tasks you will need to accomplish along the way.

Lay out the steps in sub-goals. You may need to acquire industry specific knowledge by networking, taking a class or obtaining a certification.



Step 3

Create a Checklist and Timeline

Create a checklist and a timeline for each of these actions and track your progress; set a timeframe to complete each action. This can be measured in accomplishing each of these smaller goals.

Repeat each step for each sub goal until the larger goal is accomplished. Use our planning worksheet on the next page to help you set goals and track your progress.

Step 4

Evaluate and Recalibrate

Don't give up on a goal altogether if you miss a step along the way.

Simply reset the timeframe and start again where you left off.

Step 5

Reward Your Success

Give yourself a reward for achieving each sub-goal.

This will keep you motivated for the long run and help keep your eye on the ball.

Use our planning worksheet on the next page to help you set goals and track your progress.



PLANNING WORKSHEET
S-M-A-R-T
GOALS

- Specific* What do I want to achieve exactly?
- Measurable* How will I measure my progress?
- Achievable* Is it realistic? What steps do I need to take to get there?
- Relevant* How does it help further my career aspirations?
- Time-bound* When do I want to achieve this goal by?

+ Goal #1

+ Steps to take

+ Goal #2 (or sub-goal)

+ Steps to take

+ Goal #3 (or sub-goal)

NEED SOME EXTRA GUIDANCE?

Our mentor coaches can help you create a plan for success.
Hire a Mentor at: archecareers.com/findacoach