

Executive Officer “SMART” Goals

Each executive board member should develop three SMART goals that relate to their executive position or cabinet. Limit yourself to three main goals. This will allow you to concentrate on executing these goals.

Goals	
Goal One	
Goal Two	
Goal Three	

Use the questions below to expand on each of the goals above.

What do you want to accomplish?	
Who will be involved?	
Where will this take place?	
When will your goal be accomplished?	
How will you measure your progress and success?	
What are some requirements needed to achieve this goal?	
What are some potential obstacles that could stand in your way?	
Why are you aimed at this specific goal?	
What benefits will you receive by accomplishing this goal?	

What is a S.M.A.R.T. Goal?

A SMART Goal is a convenient acronym for the set of criteria that a goal MUST have in order for it to be realized by the goal achiever. There are numerous variations on the SMART acronym, however, the one we will follow is:

- A goal must be **Specific**: You must be very clear about what exactly you want to accomplish.
- A goal must be **Measurable**: You must have a quantifiable way of tracking your progress from start to finish.
- A goal must be **Achievable**: Your goals must be challenging, but realistic for yourself.
- A goal must be **Relevant**: Your goal must be in harmony with your core values and your life purpose.
- A goal must be **Timely**: Your goal must have deadlines and sub deadlines attached to it.

Make Your Goals Specific

Success Coach Jack Canfield states in his book, *The Success Principles* that, "Vague goals produce vague results." In order for you to achieve a goal, you must be very clear about what exactly you want to put your effort into. A great way of doing this is by asking yourself the six questions: Who, What, Where, Why, When, How.

- **Who** is involved with this goal, or who do I need to recruit in order to realize this goal?
- **What** exactly do I want to accomplish? What is the objective?
- **Where** will this goal take place? Where do I need to be?
- **Why** do I want to invest my time and energy into this goal?
- **When** will this goal take place?
- **How** will I accomplish this goal?

Make Your Goals Measurable

It's crucial for goal achievement that you are able to track your progress towards your goal. That's why all goals need some form of objective measuring system so that you can stay on track and become motivated when you enjoy the sweet taste of quantifiable progress.

Make Your Goals Achievable

Setting big goals for ourselves is great, but setting unrealistic goals for ourselves will only serve to break us down. A good goal is one that challenges us, but also is one that is not so unrealistic that we have virtually no chance of accomplishing it. Becoming a millionaire is a very achievable goal, but becoming a millionaire by next week, with no startup money is, not impossible, but highly unrealistic. When considering whether or not your goal is achievable or not, create a scale for yourself from one to ten—one being not challenging at all and ten being the most challenging. Then decide where on that scale your particular goal falls. A good and challenging goal should always fall between a six to an eight on that scale.

Make Your Goals Relevant

It's a good idea, before you even set goals to really sit down and define your [core values](#) and your [life purpose](#) because it's these tools which ultimately decide how and what goals you choose for your life. Goals, in and of themselves, do not provide any happiness. It's when we achieve goals that are in harmony with our life purpose that gives those goals the power to make us happy. Most SMART goal practitioners use REALISTIC rather than RELEVANT for the "R" in SMART, but some think this is too redundant to Achievable and any well-engineered goal needs to have RELEVANCY as part of its criteria. For example, one can go and rob a bank and be successful at it because he planned it out using all the other set of criteria for a SMART goal, but after successfully robbing that bank, he would not be very fulfilled because that goal was not in harmony with his purpose in life. Relevancy therefore becomes the moral and ethical check when engineering your goal.

Make Your Goals Timely

Sales professionals know best that the greatest motivating force to close a deal is to create a sense of urgency within their lead. That means creating deadlines because deadlines create a sense of urgency to get things done. The word "Someday," needs to be removed from your goal setting vocabulary and replaced by a precise year, month, day, and even hour. By setting a deadline, your subconscious mind begins to work on that goal, night and day, to bring you closer to achievement.