

SMART GOALS

WHAT IS A SMART GOAL?

SMART stands for Specific, Measurable, Achievable, Realistic, and Timely. Writing a concise and targeted *SMART Goal* can give you real clarity about what you are hoping to achieve. Our team has seen the inability to set good goals undermine the work of a number of ministries and ministers.

SPECIFIC

When when goal setting you need to be specific about what your hope to accomplish. You basically need a mini mission statement for your goal. It's not important at this point to list any of the detailed steps of how you will accomplish your goal. You just need to clarify the following:

WHO – Who needs to be involved and to know the goal. If you are working with a team this is especially important.

WHAT – This is a part where extra details won't hurt, but you want to pick the final goal specifically.

WHEN – Nail down the time frame. For a small goal this might be a month. For a big one it could be a year. If it will take longer than a year consider breaking it down into small goals.

WHERE – This is not always important, but often times the place that you want to achieve the goal needs to be clarified.

WHY – What is the reason for this goal? Why are we motivated to do this. Without clear motivation your goal won't drive action.

WATCH OUT – Think about possible issues and obstacles. Don't let these stop you, but consider them anyways.

MEASURABLE

How will you know when you have met your goal? This moves your goal from being concrete from abstract. Set some milestones along the way so that you are not caught off guard and so that you can track your progress.

ACHIEVABLE

Your goals should inspire – not discourage – you. If you set a goal you can't possibly reach, you'll continually feel defeated. It can take a bit of time to refine this step and this is the area where you really need to note the skills you lack, partners you need, or tools you have to have in place. Sometimes your first action step is learning how to do something, or getting the resources or team you need in place.

RELEVANT

If your goal doesn't impact your mission and priorities as an individual minister, or as a total ministry, why do it? Every goal should move you closer towards your larger priorities and mission. If you don't have these in place take a step back and consider what they are.

TIMELY

Make sure you give yourself enough time to achieve your goal, but don't let it just sit there. Your timeline for your project needs to push you along without overwhelming you. Ask yourself if you can accomplish this in the time you have. Consider other tasks or activities that might have to be set aside to reach this goal. After you figure out the final deadline set midpoints for check in where you can make sure you are still on target.

SET A SMART GOAL

STEP ONE

Write down your goal in as few words as possible.

My goal is to

STEP TWO

Make your goal detailed and *SPECIFIC* – consider the “W”s.

How will you reach this goal? List at 3 major action steps you'll take. Be specific.

1)

2)

3)

STEP THREE

Make your goal *MEASURABLE* – Add measurement and tracking details.

I will measure/track my goal by using the following metrics and methods:

I will know I've reached my goal when

STEP FOUR

Make your goal *ACHIEVABLE* – What additional resources do you need?

Team Members Need

Resources Needed

How I'll Find the Time

I Need to Learn

For support, I can talk to

STEP FIVE

Make your goal *RELEVANT*.

Why do you want to reach this goal? How will it impact your ministry?

STEP SIX

Make your goal *TIMELY*.

I will reach my goal by this date:

My halfway goal is:

I will reach that by this date:

STEP SEVEN

Create a SMART Goal checklist and get to work.

Fill out the SMART Goal checklist and use it to measure your progress. Start by rewriting your SMART Goal at the top using this format:

To _____ by _____ so that _____.
ACTION VERB *ACTIVITY* *DEADLINE* *MOTIVATING FACTOR*

For example: To create and email list of 100+ parents by June 30th so that families know about all upcoming youth events.

SMART GOAL CHECKLIST

SMART Goal:

Is your goal: Smart Measurable Achievable Relevant Timely

Resources / Skills Needed

1)

2)

3)

4)

5)

Action Steps

Milestones

Deadlines