

Set SMART-ER Goals

Action Tool



We use goals in a broad sense: Goals are ways to think about and work toward your own positive future. Here is a high-level breakdown of types of goals you might want to set:

Types of Goals		
	Near Term (< 1year)	Longer Term (> 1 year)
Work		
Non-Work		

You might be familiar with the SMART guideline, which indicates your goals should be:

S = Specific: How do I know when I've accomplished it?

M = Measurable: How do I measure progress?

A = Achievable: Is my goal both challenging and possible to achieve?

R = Results-Oriented: Does accomplishing my goal yield important results for me?

T = Time-Bound: When do I intend to reach my goal?

These guidelines are fine, as far as they go. But to give your goals (and the goals of others) even more motivational force, something needs to be added:

ER = Envisioned Reality: What will things be like when I successfully achieve my goal?

Create Video Goals To Make Your Goals “SMARTER”

Create Video Goals: For each of your most important goals, create a visual simulation of what gets better for you when you achieve each goal. That is how you add the “Envisioned Reality” or “ER” of your “SMART-ER” goals.

That is, describe in specific terms what things will be like for you when you actually achieve what you set out to accomplish.

Describe in such a way that you can see in your mind's eye the things you'll be doing, as if someone is there with you with a video camera shooting a movie of you after you reached your goal.

Create 3 to 4 bullet points for each of your goals. If you're working with someone else, help them create video goals by taking an interest in their success, what it means to them, and how things will be better for them in specific ways. Use these questions to help you:

- What will be different? How will you spend your time differently?
- What will be the positive consequences of your achievement?
- What will you be doing that you weren't doing before?