Writing S.M.A.R.T. Goals

Developing sound goals is critical to managing your own, and if you have them, your employees' performance. Each year you should ask your employees to set goals for the upcoming year. When you ask your employees to write their goals, teach them to create S.M.A.R.T. goals that support your own goals for the same period.

A S.M.A.R.T. goal is defined as one that is specific, measurable, achievable, results-focused, and timebound.

Below is a definition of each of the S.M.A.R.T. goal criteria.

Specific: Goals should be simplistically written and clearly define what you are going to do.

Specific is the What, Why, and How of the S.M.A.R.T. model.

Example: By December 31, 2015, implement a new clearly defined prospecting approach for real estate listings that will increase my personal inventory of listings to 25 active listings. The approach includes a daily implementation of marketing strategies that targets expires listings, FSBO's, sphere of influence, community outreach, absentee owners, and referrals.

Explanation of Example:
"Implement a new clearly defined prospecting approach for real estate listings" = what

"a daily implementation of marketing strategies that targets expires listings, FSBO's, sphere of influence, community outreach, absentee owners, and referrals." = how

"increase my personal inventory of listings" = why

Measurable: Goals should be measurable so that you have tangible evidence that you have accomplished the goal. Usually, the entire goal statement is a measure for the project, but there are usually several short-term or smaller measurements built into the goal.

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Explanation of Example:
The essential metric is whether or not the Realtor® has 25 listings by December 31, 2015.

<u>A</u>chievable: Goals should be achievable; they should stretch you slightly so you feel challenged, but defined well enough so that you can achieve them. You must possess the appropriate knowledge, skills, and abilities needed to achieve the goal.

You can meet most any goal when you plan your steps wisely and establish a timeframe that allows you to carry out those steps. As you carry out the steps, you can achieve goals that may have seemed impossible when you started. On the other hand, if a goal is impossible to achieve, you may not even try to accomplish it. Achievable goals motivate employees. Impossible goals demotivate them.

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Explanation of Example:
In order for you to reach this goal, you must have a skill set, in this case in the area of real estate listing prospecting, that allows you to understand the nature of the goal, and the goal must present a large enough challenge for you to remain interested in and committed to accomplishing it.

<u>R</u>esults-focused: Goals should measure outcomes, not activities.

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Explanation of Example:
The result of this goal is to have 25 active listings, not the individual activities and actions that occur in order to make the goal a reality.

<u>T</u>ime-bound: Goals should be linked to a timeframe that creates a practical sense of urgency, or results in tension between the current reality and the vision

of the goal. Without such tension, the goal is unlikely to produce a relevant outcome.

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Explanation of Example:
December 31, 2015 provides you with a time-bound deadline.

The concept of writing S.M.A.R.T. goals is very important for accomplishing individual and organizational goals. Brokers and other managers understand it is critical for ensuring good communication between employees and supervisors so there are no surprises during annual performance evaluations.

The following questionnaire will assist you in creating S.M.A.R.T. goals. Begin by writing your goal as clearly and concisely as possible. Then answer the related questions. Conclude by revising your goal, in the space allotted.

Should you have any questions or require assistance, please contact a Step Ahead Training Guru.

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S.M.A.R.T. Goal Questionnaire

Goal:

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1. **S**pecific. What will the goal accomplish? How and why will it be accomplished?

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2. **M**easurable. How will you measure whether or not the goal has been reached (list at least two indicators)?

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3. **A**chievable. Is it possible? Have others done it successfully? Do you have the necessary knowledge, skills, abilities, and resources to accomplish the goal? Will meeting the goal challenge you without defeating you?

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4. **R**esults-focused. What is the reason, purpose, or benefit of accomplishing the goal? What is the result (not activities leading up to the result) of the goal?

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5. **T**ime-bound. What is the established completion date and does that completion date create a practical sense of urgency?

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Revised Goal:

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