

THE IMPORTANCE OF DEFINING THE GOAL

Thinking Agility Exercise 1

5 minute exercise: How to design SMART goals

Not only do you need to define goals initially, it may also be important to convert actions into sub-goals; here are a few tips to bear in mind about goals.

Key points to consider:

- Goals that have been clearly defined are easier to communicate and get the buy-in from others
- Goals focus on what you want, rather than what you don't want.
- Goals are specific in their detail, whereas aims are vague.
- Goals are measurable in time, cost, quality or quantity; whereas aims cannot be measured.
- Goals are relevant and related to a strong underlying reason why. Aims tend to be based on wishful thinking.
- Goals have time-scales to measure what will be achieved by when. Aims often have vague time-scales or none at all. Time-scales should be exact dates, sometimes precise times, e.g. 31st March 2010
- Goals are worthwhile to the individual.
- Goals can relate to having, being, doing or learning.
- Goals can be divided into sub-goals.
- Goals that are written are more likely to be achieved.
- Goals engage the imagination and utilise the capacity of the sub-conscious mind.

What are your goals for this week? Pick one or as many goals as you want to think about and ask yourself the following questions:

1. What specifically do I want to achieve?
2. When do I want to achieve this by?
3. How relevant is this goal to the overall business goals?
4. How will I measure my success?
5. In one sentence... what is my defined goal?
By(date), I will...