

## Setting and Communicating SMART Goals

By Leadership Outfitters, Inc.

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Most of us have the best intentions in mind when we start something new like going to the gym, saving money, or eating healthy. Many of us quickly abandon the most well intentioned resolutions shortly after they are set because there are no defined benchmarks along the way.

Leaders and staff of our organizations experience this same frustration when benchmarks are not defined. But there is hope, because by setting and communicating SMART goals you can get closer to achieving what you or your organization have committed to do in the next year.

Suppose that your goal focuses on your organization. Perhaps you want to increase your success at sales or membership recruitment. Here are five ways to help increase your success rate.

1. Create SMART goals.
2. Share the vision and create goals with those around you.
3. Build enthusiasm for achieving the goals.
4. Ensure that everyone touched by the goal knows how they contribute to the collective success.
5. Continuously celebrate achievement.

SMART goals are **S**pecific, **M**easurable, **A**chievable, **R**ealistic, and **T**ime bound. In other words, “we will increase members” is not a SMART goal. In order to make this a “smarter” goal we must first add **specific** information. What type of members will you recruit? Are they from a certain market or area? A **measure** lets us know what success will look like – how many new members do you want to recruit? By what percentage should you increase? Is the goal **achievable**? Is the goal **realistic**? Is this something the organization needs to do, or can do? Are there other resources needed or factors to consider? Finally, at what **time** will you achieve this goal – this quarter, this month, or this year?

When we set goals, it is important that those involved in the goal be in on the effort. Groups that envision the same future and concur on how to reach that future can successfully work together to achieve the goals of the organization. Ask team members to help create your organization’s SMART goals. Encourage them to share their vision of the organization and how they feel it can be achieved. A team that sets goals together naturally becomes more comfortable with how they contribute to those goals.

Finally, celebrate continuously. Celebrate setting SMART goals. Celebrate achieving the first goal. Celebrate getting close to your vision. Recognize and

encourage the team when they work together. Your reward will be to achieve the goals you set and to attain the vision of the organization.

Now the only question is when will you set your first SMART goal?

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