



**EFFECTIVE GOAL SETTING
QUICK REFERENCE GUIDE**



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Effective Goal Setting

Goals are the fuel in the furnace of achievement.

-Brian Tracy, **Eat that Frog**

Setting goals helps keep you focused on what is important. In addition, as goals are achieved, the resulting sense of accomplishment helps feed your level of confidence and desire to do more, all increasing your chances for greater success.!

Goals Should Be SMART-----

The SMART acronym will help you remember the components of a good goal.

- S** – Specific
- M** – Measureable
- A** – Attainable
- R** – Relevant
- T** – Time Bound

An example of a SMART goal:

Specific: I will display “on stage” behaviors each day.

Measureable: I will rate myself at the end of each day by indicating the percentage of time I displayed “on stage” behaviors. Goal: Average of 90% for the 30 days. I will also provide a specific example at the end of the 30 days.

Attainable: Yes

Relevant: Yes

Timing: 30 Days

Following are a few examples of how to make goals more specific.

Not specific: *I will return all calls.*

More specific: *I will return every client call within 24 hours.*

The more specific example includes the type of call (client) and a timeframe (24 hours).

Not specific: *I will greet all guests.*

More specific: *I will immediately greet every guest approaching my station at the front desk with “Good morning (or afternoon, evening), how may I help you?”*

The more specific example includes which guests (those approaching my station) and how the guest will be greeted (“Good morning, how may I help you?”). It also includes how quickly (immediately) the greeting would occur.

A note about sales and productivity goals:

Dr. W. Edwards Deming offered the following advice about establishing sales and productivity goals. He cautioned against numeric goals such as XXX dollars in sales or XXX units produced in a given timeframe. Instead, he strongly urged the creation of activity goals. For example: a goal to place 10 sales calls per day instead of a \$\$\$ amount for a month. Why this advice? Dr. Deming believed that if, on the 15th day of the month, the sales person has achieved his or her monthly \$\$\$ goal, he or she may coast for the remainder of the month. With the activity goal, he or she would continue with 10 calls each day, resulting in unlimited \$\$ potential. The same could be true for a productivity goal like number of units produced. A goal around “doing the right things right the first time” may produce more units and better quality than a simple number of units produced goal.