

How to Set & Measure Short-Term Goals

Determine what activities or results are most critical to successfully achieving your business goals, and measure those. Think of it another way: List activities that, if you stopped doing, would put you out of business, and measure those. Improving those critical key performance indicators will become your short-term goals.

SMART simply stands for goals that are:

Specific – clear and understandable

Measurable – with clearly established metrics

Attainable – realistic, based on capabilities of employees

Relevant – must relate to your key customers and must reflect your mission, vision and values \

Time-bound – must have a start and end point

If You Can't Measure It, You Can't Improve It. Peter Drucker



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Is Your Goal SMART?

Specific – You will accomplish more if you are very specific and clear about your goals. Answer the questions: Who, What, Where, How, Why? Write your goals so others can easily understand what you are aiming for.

Measurable – You cannot track the progress of your goals unless you give it some quantifiable numbers, milestones or due dates. How will you measure your goal's progress and your ultimate success with this goal?

Achievable – You need to set goals that are reasonable and do-able. Too often we self-sabotage our success by setting goals we can't reach in a timeframe we have planned or with the skills and/or resources available to us. *Set your goals so they are both challenging but do-able.*

Realistic – Are you willing and able to work towards this goal? Do you believe you can reach this goal? Is this goal part of your overall strategy in your business and or personal life?

Time-framed – Set a deadline for the completion of your goals, and for all milestone goals along the way.



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How SMART Goals Can Fail

Now that you know the basics of SMART goals, let's look at where problems can arise.

1. **Priorities can shift.** What seemed like the right goals and tasks become secondary as something more important crops up.
2. **Too much focus on the numbers.** If hitting a target goal, such as revenue or website visitors is important, then SMART goals will work fine for you. But what if your goal is larger, and has tangibles that don't lend themselves to measurable numbers? For instance, what if one of your goals is to learn a new skill? You'll need to find another way of analyzing your results when numbers just don't work. *Whatever you do, do not **avoid** the numerical measurement when it's appropriate.* Setting unmeasurable outcomes because you want to avoid accountability isn't going to help you.
3. **Not enough emotion.** Sometimes setting SMART goals feel like a corporate, button-down exercise, devoid of the enthusiasm and excitement you need to generate. Consider adding a sixth condition: what intrinsic motivation or emotional excitement does the goal create? And is it enough to keep you motivated if you hit a bump in the road?

