

SMART GOAL FRAMEWORK

GOAL: _____

S

SPECIFIC

- What would you like to accomplish?
- Why?
- What steps do you need to take to get there?
- Who needs to be involved?
- Are there potential obstacles you need to plan for?

M

MEASURABLE

- How will you know you've reached your goal?
- What smaller milestones do you need to set?
- What evidence will prove you have made progress?

A

ACHIEVABLE

- Is your goal and the time you have allotted realistic?
- Are there skills, experiences or a mindset you need to acquire?
 - If so, how will you attain them?

R

RELEVANT

- How does this goal support your long-term goals and values?
- Is now the right time to pursue this goal?

R

TIMELY

- When do you want to have this goal completed?
- What mini goals need to be completed by when to achieve your larger goal?
- What needs to be achieved weekly/monthly to achieve this goal?

SMART GOAL TEMPLATE

Instructions: Fill in the details below according to the SMART criteria. This will ensure your goal is Specific, Measurable, Achievable, Relevant and Timely.

S SPECIFIC	
M MEASURABLE	
A ACHIEVABLE	
R RELEVANT	
R TIMELY	

SMART GOAL STATEMENT EXAMPLE

SMART Goal Statement Example:

- ✓ Specific = Blue
- ✓ Measurable = Orange
- ✓ Achievable = Green
- ✓ Relevant = Purple
- ✓ Timely = Red

I will dedicate 30 minutes to self-care daily at 7am by setting a reminder on my phone and prioritizing activities that recharge me, such as exercise, reading or walking in nature. I will use a journal or habit tracker to track my progress. To make time for this I will cut out social media usage in the morning. This goal is important to prevent burnout. I will start this routine on January 1st.

SMART GOAL STATEMENT

Instructions: Write your SMART goal using the info you completed on page 2. Ensure your goal is Specific, Measurable, Achievable, Relevant and Timely.

- ✓ Specific
- ✓ Measurable
- ✓ Achievable
- ✓ Relevant
- ✓ Timely

I will

SMART VERSES LOOSE GOALS

BUSINESS	<p>Loose goal: Increase sales</p> <p>SMART Goal: Increase online sales by 15% next quarter, reaching a broader customer base through a targeted social media advertising campaign and a 10% discount for new customers.</p>
FINANICAL GOAL	<p>Loose goal: Save more money</p> <p>SMART Goal: Save \$1,800 for an emergency fund within 12 months by allocating \$150 per paycheck to savings. I will identify how I can cut discretionary expenses and set up automated monthly transfers to a dedicated savings account.</p>
CAREER GOAL	<p>Loose Goal: Advance in my career</p> <p>SMART Goal: Earn a promotion within 12 months by working with my manager to create a development plan, identifying transferable skills, expanding my network and addressing skill gaps to attain my dream job.</p>
HEALTH GOAL	<p>Loose Goal: Eat healthier</p> <p>SMART Goal: Improve my health and well-being by eating 3-5 servings of fruits and vegetables daily, limiting fast food to once a week and cooking meals from home at least four times a week.</p>
RELATIONSHIPS	<p>Loose Goal: Spend more time with family</p> <p>SMART Goal: Strengthen family connections by hosting a weekly Sunday game night, planning meaningful bi-monthly activities and ensuring distraction-free dinners on non-sports days.</p>

CAREER EXAMPLE

S

- **What would you like to accomplish?** To move into a Human Resources role.
- **Why?** I am passionate about developing others and creating and teaching best practices. I would like to expand my impact across the company.
- **How are you going to get there?** Understand the skills and experiences I need to close any gaps.
- **Who needs to be involved?** I will need support from my manager.
- **Are there potential obstacles you need to plan for?** There may not be a job opening when I am ready to apply.

M

- **How will you know you've reached your goal?** When I'm in my desired role.
- **What smaller milestones do you need to set?** Schedule networking meetings to learn about Human Resources roles, responsibilities and required skills. Partner with my manager to determine stretch assignments that will increase my readiness. And co-create a development plan with my manager.
- **What evidence will prove you have made progress toward?** When I receive feedback from my manager saying I am ready to apply for roles.

A

- **Is your goal and the time you've allotted realistic?** Yes, since I already have relevant experience.
- **Are there skills, experiences or a mindset you need to acquire?** I need more training experience.
- **How will you attain this mindset, or gain the skills and experiences needed?** I will help with our new system training and teach out best practices.

R

How does this goal support your longer-term goals and values?

I believe helping others is a calling of mine and it aligns with my values. I'm passionate about training, development and empowering others to achieve their potential.

Is now the right time to pursue this goal? Yes, I am ready to take the next step.

T

- **When do you want to have this goal completed?** Within the next year.
- **What mini-goals need to be completed by when to achieve your goal?**
 - Discuss career aspirations with my manager by Friday.
 - Reach out to Human Resources departments I'm interested in by 6/1 to learn about potential career paths and the skills required.
 - Work with my manager to create my development plan.
- **What needs to be achieved weekly/monthly to achieve this goal?** I will view my progress against my development plan on a weekly basis.

HEALTH EXAMPLE

S

- **What exactly would you like to accomplish?** To improve my health.
- **Why is this goal important to you?** I want to be stronger, have more energy and live a long, healthy life.
- **How are you going to get there?** In addition to currently eating healthy, I will strength train and get more sleep.
- **Who needs to be involved for you to achieve this goal?** Instructors at my gym for strength training classes, yoga and cross fit.
- **Are there potential obstacles you need to plan for?** Things out of my control, such as family needs.

M

- **How will you know you have reached your goal?** When I am regularly going to bed 30 minutes earlier and strength training 3-4 days a week.
- **What smaller milestones do I need to set in between?**
 - Try different methods of exercising to challenge various muscle groups.
 - Move evening routine up for kids by 30 minutes to allow for earlier bedtime.

A

- **Is your goal and the time you have allotted realistic?** Yes, I will prioritize getting more sleep and then strength training.
- **Are there skill requirements, tools or a mindset you need to acquire?**
I need a way to hold myself accountable.
- **How will you attain this?** I will use my calendar to schedule my to-do 's, such as getting the kids to bed earlier, walking 30 minutes daily and strength training 3-4 days a week.

R

How does this specific goal support your longer-term goals and values?
I want to live a healthier life to enhance my well-being and instill lasting healthy habits in my children, supporting their long-term health.

Is now the right time to pursue this goal? Yes.

T

- **When do you want to have this goal completed?** By February 1st.
- **What mini-goals need to be completed by when to achieve your goal?**
 - Starting Sunday, go to bed 15 minutes earlier. The following week, increase it to 30 minutes earlier.
 - On Monday, I will sign up for a strength training and yoga class.
- **What needs to be achieved weekly/monthly to achieve this goal?** Walk 30 minutes daily, strength train 3-4 times a week and bed 30 minutes earlier.

BUISNESS EXAMPLE

S

- **What exactly would you like to accomplish?** Launch a new digital product and generate \$6m in revenue by spring 2026.
- **Why is this goal important?** This goal strengthens our market position, drives growth and expands the brand's reach while boosting profitability.
- **How are you going to get there?** Conduct market research to validate demand. Develop product with cross-functional teams. Plan a market strategy with targeted campaigns. Use pilot feedback to refine product before launch.
- **Who needs to be involved for you to achieve this goal?** Executive leadership for strategic decision-making and resource allocation and marketing to co-create campaigns and ensure consistent branding.

M

- **How will you know you have reached your goal?** 10% monthly growth in sales after launch. Product generates \$6 million in revenue within 12 months.
- **What smaller milestones do I need to set in between?**
Example: Month 1–2: Complete market research and finalize product concept.
- **What evidence will prove you have made progress?** Completion of milestones on the project plan, pre-order sales and satisfaction scores.

A

- **Is your goal and the time you have allotted realistic?** Yes, we have a solid plan and manageable scope.
- **Are there certain skill requirements, tools or a mindset you need to acquire?** We will need analytics software, a learning management system (LMS) and change management training.
- **How will you attain this mindset and new skills, experiences or tools?** Adopt a culture of collaboration and teamwork, rather than working in silos—a "one team" mindset. Leverage internal experts or consultants for special tasks.

R

- **How does this goal support your longer-term life goals and values?** This goal supports long-term financial stability, our commitment to innovation and reinforces the value of delivering impactful, scalable solutions to customers.
- **Is now the right time to pursue this goal?** Yes.

T

- **When do you want to have this goal completed?** By Spring 2026
- **What mini-goals need to be completed by when?** Examples:
Market research: Complete by October 2023.
Product development: Complete by October 2024
Full product launch: Spring 2025.
- **What needs to be achieved weekly/monthly to achieve this goal?**
Evaluate milestone completion on project plan and adjust timelines if needed.

QUOTES TO SUPPORT YOUR JOURNEY



"If you find a path with no obstacles, it probably doesn't lead anywhere."

*"Don't let your mind tell your heart what to do. The mind gives up too easily."
Paulo Coelho*

*"Whatever you are not changing you are choosing."
Laurie Bachanan*

"The hardwork puts you where the good luck can find you."

*"Faith is taking the first step even when you don't see the whole staircase."
Martin Luther King Jr.*

*"Most of the important things in the world have been accomplished by people
who kept on trying when there seemed to be no hope at all."
Dale Carnegie*

*"When someone tells you that it can't be done,
it's more of an indication of their limitations, not yours".*

ABOUT



Alissa is the owner and creator of Elevate Radiate. She has over 20 years of experience in corporate business and Human Resources, leading initiatives for Fortune 500 companies in coaching, training and development, strategy and change management. Alissa developed coaching tools, resources and websites that have supported thousands of individuals across the U.S., earning numerous awards for her impactful work. Alissa is also a certified change leader and facilitator.

Alissa's life is guided by her heart, and her mission is to help others live a more intentional life, reach their dreams and goals and overcome obstacles that stand in their way.

Check out her website for inspiring blog posts and free tools at www.ElevateRadiate.com.

Subscribe to receive her free Living Intentional Planning Guide at www.ElevateRadiate.com/Self-Paced-Tools.