



## Goals

Goals are created with the intent of helping us focus, of creating ways to measure accomplishments and to understand what needs our organization has. Goals are the paths to reaching our destination. Each goal should be carefully structured to guide us along the path of our journey, allowing us to pivot and navigate as needed. Without goals, we will not know if our efforts are successful or even realistic.

Every goal written should be a SMART Goal. SMART goals ensure the goal is specific, measurable, attainable, realistic and time bound. From these 5 key points, you can construct a goal which is well defined, encompasses all needed data and will guarantee completion.

When writing SMART goals, start with the area or product you are working on. From there, define each section. Once each section is defined, you can compile the information to have a well written goal.

|              |            |  |
|--------------|------------|--|
| Area of Goal | Specific   |  |
|              | Measurable |  |
|              | Attainable |  |
|              | Realistic  |  |
|              | Time Bound |  |
|              |            |  |
|              |            |  |

Once each goal is written, you must define them as 1 year, 3 year or 5 year goals. The large goal, the big picture you want to achieve, should be the last goal in year 5. The other goals will lay the foundations, create the trajectory and movement needed to achieve the big picture goal.

To successfully manage the short-term goals and ensure the long-term goal (big picture goal) is achieved, rank them in the order needed to meet the long-term goal. Some goals may need to occur simultaneously because they apply to different departments or parts of the long-term goal. Once the goals are placed in order, assign them to a team member. This team member will be the point of contact for the department responsible for completing the goal and report all progress to the team. If a goal is not assigned to a team member or department it will not be accomplished.

Sometimes when creating goals, it is best to start with where you want to end, rather your destination, and walk your way back from this point. Listing all the steps necessary to achieve this goal will guide you and create a map for you. Before you can go anywhere, you need to know where you are going, what you will need for the trip and what it will take to reach your final destination.