

BIZphit-Coaches

'Coaching & Mentoring to elevate your business''

REACH YOUR PEAK



ELEVATOR

BUSINESS COACHING
FOR GROWTH

Achieving more with SMART Goals and Objectives



Resources from
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SMART GOALS & OBJECTIVES

SMART Goals Should be:

Specific

- Who is involved?
- What do I want to achieve?
- Where do I need to do this?
- When should I be able to complete this?
- What are the requirements and constraints?
- Why am I doing this?

Measurable

- How much?
- How many?
- How will I know when it's done?

Attainable

- Achievable?
- Practically possible?

Realistic

- Focus on realistic outcomes
- Correct level
- Skills, knowledge, capacity?

Timely

- Capacity
- Realistic time **allowed**

BIZphit-Coaches



'Business Coaching'

Smart Goals & Objectives

Directors and Business owners know the importance of setting achievable and effective goals for themselves and for the business. These goals should be considered to be 'SMART' goals.

Goals are one of the most under-utilised yet important tools that businesses have. Once the main outline of a project or business action has been set, your attention needs to be turned towards developing certain goals that can help make your objective a success.

The 'SMART' goals checklist can be used to evaluate a set of goals to be used. This process can help the business owner and employees and to share the understanding of why the goals have been set and how they are to be achieved.

SMART goals should be:

Specific: A precise goal has a greater chance of being accomplished than a general goal. When setting a specific goal make sure you specify what needs to be done and within what time frame and by whom. In order to set a specific goal you should know what you want as an outcome, always start with an end in mind. You need to ask yourself certain questions like:

- Who is to be involved?
- What do I want to achieve as an outcome?
- Where do I need to do this?
- When or what timeframes should I be able to complete this in?
- What are the requirements and constraints?
- Why am I doing this?

An example of a specific goal would be something like "Join a Gym and workout three days every week."

Measurable: Concrete evidence needs to be established in order to measure the progress you made towards attaining your goals. Measuring your progress enables you to stay on track, to meet your targets and to experience the excitement of achievement that encourages you. While setting up measurable goals you need to ask yourself questions like:

- How much?
- How many?
- How will I know when it is done?

An example of a measurable goal is "Edit twelve articles by the end of each workday."

Attainable: You need to set goals for yourself and your team that are attainable and not out of your practical reach. Setting unattainable goals is a recipe for disappointment and possible failure. Even difficult, long-term goals can be attainable through pre-planning activity and creating a practical time frames for you or others to carry out those steps.

Realistic: You need to be both willing and able to work towards achieving your goals. Focus and determination with an eye on detail is going to be required. By setting unrealistic goals for yourself and any team members you would probably give up very soon. A goal can be set too high and too unrealistic; you are the only one who can decide how high and how unattainable your goal needs to be. If you truly believe you can achieve your goal then it would be termed as a realistic goal. Another way of knowing if your goal is realistic is to think back and determine whether you have accomplished something similar in the past, do you have the skills, knowledge and capacity to achieve?

Timely: All goals should have a set time in which you choose to achieve them. This ensures that you don't get lazy and keeps pushing you on further to meet your targets. Also you need to make sure that your timeline is realistic.

Business coaching helps to keep the business owner focused on creating effective and realistic goals and objectives.

Business coaching will often involve supporting, helping, directing and encouraging business owners to share and solve their business problems. Business coaching is applicable to any type of business across all sectors and it involves helping business owners with business problems. Coaching enables you to gain clarity in your business planning which leads to progress towards your goals.

As an effective and focused business coach we can help you to develop and achieve your SMART goals - in fact let's make that a goal!