

How To Create S.M.A.R.T. Goals

Three Steps to Better Results

A Take Action Workbook



GOALS

1.

2.

3.

by Karie Williams



karie* *Like Marie but with a K*

A Few Notes About This Take Action Workbook:

While the content explained in this book has been tested on myself and clients, I cannot guarantee your specific results. The best way to achieve results is to actually read the content and complete the action steps at the end. Even then, I cannot guarantee your results. If you have any questions about this Take Action Workbook, please visit my website and complete the contact form.

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Introduction

ARE YOU READY TO SUPER-CHARGE YOUR EFFORTS?

If you've been struggling to accomplish your goals, the good news is there's help. Most of us have heard of goals, written a goal and even accomplished a few goals. But just in case, here's a definition from dictionary.com

Goal /noun/

the object of a person's ambition or effort; an aim or desired result

Your goals are a reflection of a specific result you want to achieve. While so many of us have created goals in the past the problem is that we're not creating S.M.A.R.T. Goals.

I learned about S.M.A.R.T. Goals while in coaching school. The S.M.A.R.T. Goal Method was created by "George T. Doran in the November 1981 issue of *Management Review*" (Wikipedia). The S.M.A.R.T. Goals Method changed the way I create and achieve goals.

This Take Action Workbook will help you to:

- ✓ Understand The S.M.A.R.T. Goal Method
- ✓ Explore each step in the formula
- ✓ Develop a S.M.A.R.T. Goal of your own at the end
- ✓ Get back on track with your efforts

What are S.M.A.R.T. Goals?

S.M.A.R.T. is an acronym for:

- **Specific:** What do you want to specifically achieve?
- **Measurable:** How will you know when you've accomplished the goal?
- **Achievable:** Are you really able to achieve this goal?
- **Relevant:** Does this goal really matter to you?
- **Time-Oriented:** When do you want to achieve this goal?

The best goals will contain all five elements. Not having a S.M.A.R.T. Goal can set you up for failure because what you're trying to achieve is not clear.

EXERCISE: Put a check mark by the goal that follows The S.M.A.R.T. Goal Method.

- A.) I want to be a designer.
- B.) I want to start a business.
- C.) I want to start my web development freelance business in three years so that I can design the things I want to design and fulfill my dream of owning a business.
- D.) I'm going to exercise more.
- E.) I'm training for five months to run the 3K Turkey Trot Marathon in November so that I can raise money for the local hospital.

As you can see answers C. and E. have a specific goal that's measurable, achievable, relevant and a time for completion. Simply put, S.M.A.R.T. Goals are just clear goals. You know the what, how, why and by when.

Better Goals = Better Results

Why is it important to create S.M.A.R.T. Goals?

This is a great question! The truth is you probably know what you want to achieve and you're fully capable of achieving it.

Yet, for some reason, you're not completing all your goals.

S.M.A.R.T. Goals allow you to build a clear strategy because when the goals are clear you know what to do next.

Here are two examples of how to take your goals to the next level.

	Example 1: Create Buttons	Example 2: Work in UX/UI
Poor	I want to create buttons.	I want to work in UX/UI.
Good	I want to create buttons that have inspirational messages.	I want to work as a User-Experience designer.
Better	I want to create buttons with inspirational messages and sell them on Etsy.	I want a full-time job working as a User-Experience designer in e-commerce.
Best	In seven months, I'm going to launch my business creating and selling buttons with inspirational messages and sell them on Etsy.	Three months after graduating from school, I want to work as a full-time User-Experience designer in e-commerce.

Next Steps

You've created your S.M.A.R.T. Goal, now what?

Creating a S.M.A.R.T. Goal is only the first step. There are two equally important steps. Those steps are:

CREATE YOUR ACTION STEPS

Once you've created a S.M.A.R.T. Goal you then write 1-3 actions you need to do to complete that goal. I suggest 1-3 actions at a time so that you don't get overwhelmed.

Back to one of our S.M.A.R.T. Goals: Three months after graduating from school, I want to work as a full-time User-Experience designer in e-commerce.

Examples of next steps:

- Step 1: Work on portfolio
- Step 2: Create resume
- Step 3: Practice my interview skills

CREATE ACCOUNTABILITY

According to dictionary.com, accountability is a noun and defined as:

the obligation or willingness to accept responsibility for one's actions

Creating accountability helps you take responsibility for what you said you're going to do. Accountability comes in different forms. Your calendar can help keep you accountable. Also, a friend, mentor, coach or family member can provide you with accountability.

From medium.com

Research studies have shown that publicly committing your goals to someone gives you at least a 65% chance of completing them. However, having a specific accountability partner increases your chance of success to 95%.

Take Action

Now, it's your turn!

As your coach, I have to end this with helping you to create your own goal and action steps. I highly encourage you to complete all these steps. Note: You can complete each box on your digital device.

Step 1: Create a S.M.A.R.T. Goal

Go back to pages 4 and 5 if you need help.

Step 2: Write 1-3 actions that'll help you complete your goal.

You can eventually write more steps but start with 1-3 short, clear steps.

Action Step 1.

Action Step 2.

Action Step 3.

Step 2: Create Accountability

Who or what can help you complete your goal? For example, set a date in your calendar or tell a friend what you're trying to do so they can ask you about it later.



About Karie

My name is Karie. I teach and coach creatives how to star their career or business while helping them develop the mindset needed to achieve it. I utilize my 20+ years of combined experience as a graphic designer, business owner, former college professor and certified professional coach to help creative professionals achieve their goals.

Below are more resources for you. ***Click each one to visit the website for more information:***

The Creative DBA Podcast

A **podcast** for freelancers and solopreneurs to help them with their marketing, money and mindset.

Clarity Session

A 90-minute **clarity session** is a quick way to get clear and take action on a specific topic.

Coaching Sessions

Coaching sessions are thought-provoking, action-oriented sessions over a period of time.