

“SMART” Goals for 2012

by Gary Rossi

As we have just started the new year, this is a great time, whether you are a coach or an athlete, to establish your goals. A good question to ask yourself is how and what do you desire to accomplish - what will it look like or feel like on December 31, 2012. This is referred to as creating the end of year vision. As Steven Covey identified in his high acclaimed Seven Habits of Highly Effective People this is “Beginning with the End in Mind” – the first creation. Then by ultimately accomplishing the goal and making it a reality, then you have created it a second time.

For my yearly goals, I like using the “SMART” goal process. I use this process for not only my personal goal setting, but for my business goal setting as well as for the teams I coach in their yearly/season goal setting sessions. The elements of the “SMART” goal process is fairly straight forward and follows this format in order for them to be consider “SMART.” Goals must be:

S for Specific – Provide a specific series of actions or steps (they also can be activities or tasks) which are necessary and sufficient to accomplish the goal.

M for Measurable – It must pertain to the specific actions or steps; what is the measurable criteria? There may be more than one, possibly several.

A for Accountable – Who will be responsible to achieve and be directly accountable for monitoring and completion of the goal?

R for Reasonable & Relevant – The Common Sense Test. Are the steps laid out to accomplish the goal “reasonable”?

T for Time-phased – What specific time period or date applies for accomplishing the specific goal outlined above?

Here is an example of one of my “SMART” Goal statements:

By the end of our regular season (February 17th, 2012), our ladies soccer team will have increased our finishing percentage by 20% from our current percentage of 21% (23 goals on 105 shots) to 25%.

Of course there are now specific actions that we as a team, player(s) and coach must take to ensure that we achieve our goal.

Hope this helps – I wish you all the success in 2012 as you establish your “SMART” Goals.