



# SMART goals

Setting goals is extremely important, especially for mentoring. This is the only way you can observe and measure progress! A great tool for this is the very popular **SMART method**, as it provides five concrete criteria with which you can describe goals in a clear and trackable way. **SMART stands for: specific, measurable, attractive, realistic, and time-bound.**

## Specific

**What exactly is to be achieved? What specific characteristics does the goal to be achieved have?**

- Formulate clearly, concretely, and precisely.
- The goal should be formulated in a single, concise sentence. It's not about describing how the goal will be achieved, but what exactly should be achieved for the goal to be considered accomplished.
- Example: Instead of saying "I want a leadership position," it would be better to say, "I want a management position where I am responsible for a design team in a large corporation." The more specific you are, the clearer the steps you need to take.

## Measurable

**What indicators will be used to determine, if the goal has been achieved?**

- Your goal must be measurable.
- If this is not possible, use substitute sizes or alternative methods. For this SMART criterion, the principle is: What cannot be measured, cannot be achieved. Therefore, it is important to incorporate measurable parameters into the goal to always be able to check whether the path leads to the goal and whether the goal may have already been achieved.

Example: Measure your progress by the number of applications submitted for management positions or the number of invitations to interviews. Analyze which applications were successful and which were not. Celebrate your successes!



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## Attractive

Is the goal attractive? Is the goal appropriate? Does the goal motivate you?

- Use positive wording.
- An attractive goal helps you with implementation because the more attractive the goal, the higher your motivation.
- Does the goal align with your ideas and values?
- Consider why it is so relevant to you. What does such a position give you? Status? Money? More freedom and power?

## Realistic

Is the goal achievable within the specified time frame and the given resources?

- Your goal must be realistic. If it is not, you may lose motivation.
- Your goal may be challenging but must be achievable. It should not overwhelm you.

## Time-bound

By what time should the goal be achieved? Are there interim deadlines for possible interim steps?

- Your goal needs a specific time frame (deadline).
- You can also use deadlines to measure your goal.
- A deadline also helps you prioritize. Example: I give myself six months to find a job.

## Examples

- I will write a 350-page book within a year by writing one page each day.
- Alongside my current job, I will write two applications each week to find a new position in marketing within 6 months.
- By December, I will lead 4 mentoring sessions to further develop my leadership skills.
- Within 6 months, I will complete further training in xxx to work in the xxx department.
- By xxx, I will share 2 posts on LinkedIn every week to increase my number of followers to xxx.

# SMART goals

Here you can enter your own goals and analyze them using the SMART method. Briefly describe your goal and then fill in the individual fields. Now form a short, concise sentence from your thoughts that describes your goal.

Goal:

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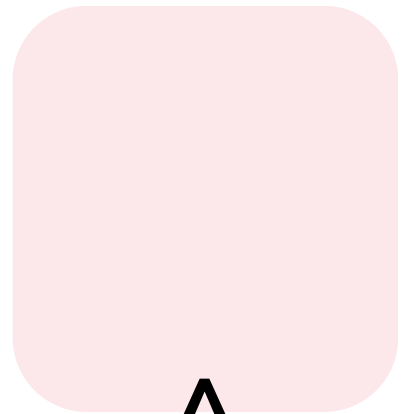
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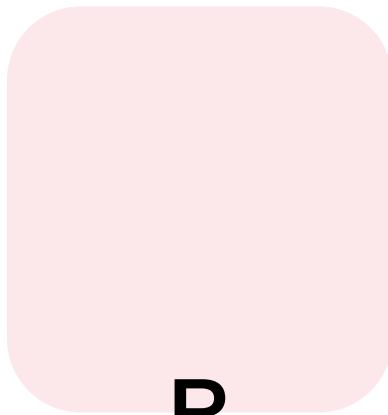
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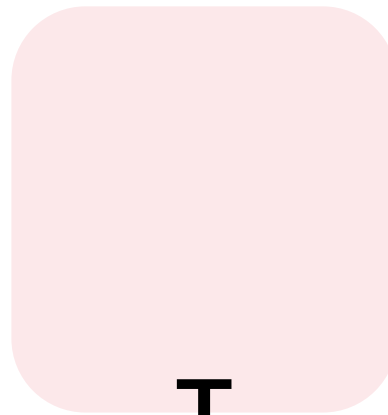
**M**



**A**



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**T**

Short, concise sentence about your goal:

