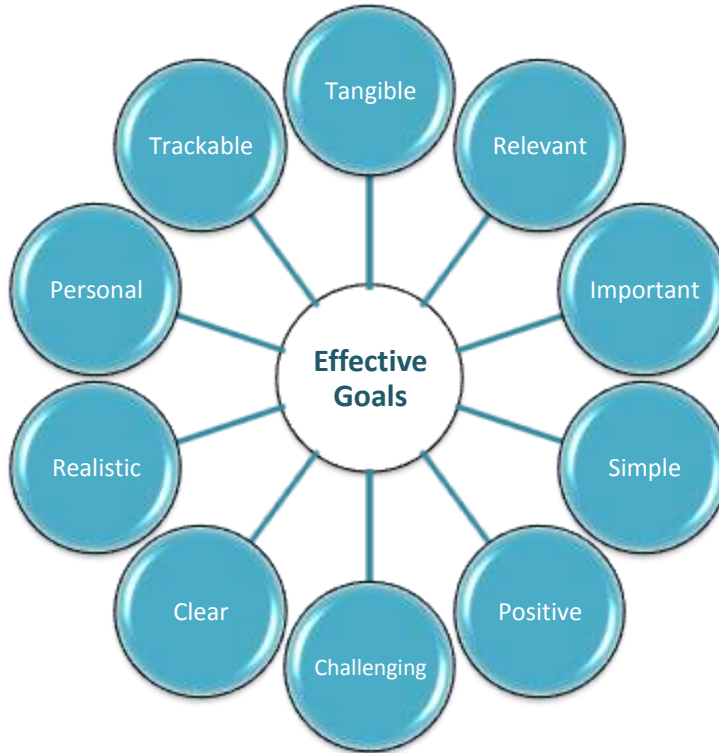




Set Meaningful Goals

Characteristics of Effective Goals



SMART Goals and Objectives

Specific	<ul style="list-style-type: none">•The goal is expressed in detail.•It is not open to mis-interpretation.
Measurable	<ul style="list-style-type: none">•How will you know when you have achieved it?•What evidence will there be?
Achievable	<ul style="list-style-type: none">•The goal must be realistic, but provide enough challenge stretch people.•The goal must be within the control of the individual.
Relevant	<ul style="list-style-type: none">•The goal must be relevant to your role, and the business objectives.•Goals that are not relevant will quickly become deprototised.
Time-Bound	<ul style="list-style-type: none">•The goal must have a deadline or timescale attached to it.•This gives the goal a sense or urgency, and states when the expected benefits should be achieved.



The 7 Rules of Well-Formed Outcomes

Well-Formed Outcomes are created by applying the following 7 'rules'.

1. Goals are expressed in the positive	<ul style="list-style-type: none">• You should always define what you want, not what you DON'T want.
2. The goal must be specific	<ul style="list-style-type: none">• The outcome must be defined in detail.• Timescales should be attached to focus the mind, and check that the goal is realistic.
3. Identify the evidence that will prove the goal has been achieved	<ul style="list-style-type: none">• In some ways, this mirrors the 'measurable' of SMART.• Define the achievement in a sensory way ; what will you see, hear, feel when you have achieved your goal?
4. Marshall your resources	<ul style="list-style-type: none">• Identify what and who you need to help you on the journey.• Check that these resources will be available to you.
5. Be pro-active	<ul style="list-style-type: none">• The journey towards achieving the goal must be within your control.• Your actions must be central to the achievement of the goal.
6. Pay attention to the wider consequences	<ul style="list-style-type: none">• Check that the consequences of achieving the goal are in line with the bigger picture• What effect will achieving the goal (or NOT achieving the goal) have on those around you?
7. Make an action plan	<ul style="list-style-type: none">• Write your goal down, as well as they key steps you must take to achieving it.• Keep it visible, and refer to it regularly.

Adapted from "Coaching with NLP" by Joseph O'Connor and Andrea Lages.