

S.M.A.R.T.

GOAL SETTING

S

Specific

M

Measurable

A

Achievable

R

Relevant

T

Time Bound

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- Write out and brainstorm all the goals you aim to accomplish within your over arching creative vision.
- Circle the ten that you feel are the most important to accomplish. then bring it down and circle the 5 most important ones.
- From those ten, narrow it down to the five most important and mark them with a star.
- Next, select the target goal from your top five—the one you are most passionate about achieving. For example: “I will go on tour next year.”
- Now, focusing on your target goal, determine the one action step you can take in the next 90 days to make it happen. Write this target goal on a piece of paper.
- Let’s say the one action step you can take in the next 90 days to reach your target goal of going on tour is contacting 300 venues in the next 3 months.
- Now that we have determined our action step of contacting 300 venues in 3 months, let’s run it through this SMART system to make sure our goal is smart!
- The first step is S: Is it Specific? I’m going to call 300 venues in the next 3 months. Yes, that is very specific.
- The second step is M: Is it Measurable? Yes, you have measured out calling 300 venues in 3 months. You could break it down into even a small measurement by calling 100 venues a month.
- The third step is A: Is it Attainable: Is it doable? Yes, this is a realistic goal.
- The third step is R: Is it Relevant? Does this action move you forward toward your bigger goal? Is it related to the targe goal?
- The fourth step is T: Is is Time Bound: yes we have this set as a 90 day/3 month goal parameter that gives you the incentive to accomplish it.
- Now that your goals have been identified, written out, and broken down into bite-size steps, transfer them over to an organizational system such as a Trello board.

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