

Make every objective, personal or professional, SMART:

- S**pecific What do you want to do? Be *succinct*, *precise* and *detailed*.
- M**easurable How will you know if you have succeeded? Determine *what will change* between now and then.
- A**ttainable Even if the objective stretches you, you must believe it is *possible* to achieve. Do you have the support or resources you need to achieve it?
- R**elevant Motivation is stronger if the objective is something you *want* to do or you *accept* it is part of your role.
- T**ime-bound When does the objective need to be done by? Set a *deadline* to create *urgency* so the action required doesn't lose focus.

