

# SMART GOALS

When it comes to setting a goal, whether professional or personal, there's no one right way. But having a process to plan your goals, track progress and see them through can definitely help. And that's where SMART goal setting comes into play.

SMART goals are specific, measurable, achievable, relevant and time-sensitive — they're meant to help you clarify your purpose, focus your efforts and be more productive. Simply put, SMART goals help make your dreams more achievable.

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## Example SMART Goals

Creating SMART goals for the first time might seem daunting, but it's actually quite easy if you go step-by-step. Here we'll show you example SMART goals, and on the next page you'll have plenty of room to create your own.

### Example SMART goals for: a graphic designer who wants a new job.

S

SPECIFIC

**Your goal should be clear and specific. Think who, what, where, when and why. Be as detailed as possible!**

**Example:** *I want to continue building my graphic design career by pursuing a new job as a senior graphic designer.*

M

MEASURABLE

**How do you plan on tracking the progress of your goal?**

**Example:** *I will complete and submit applications to at least 30 senior graphic designer job openings.*

A

ACHIEVABLE

**Do you have the time, skills and resources you need to achieve your goal?**

**Example:** *I have a degree in graphic design and five years of working experience, so I'm ready to take on a senior graphic designer position.*

R

RELEVANT

**Make sure your goal matters to you. Question your "why." Why are you doing this?**

**Example:** *Someday, I want to become a creative director. Becoming a senior graphic designer will bring me one step closer to that dream! Plus the extra salary will help me save up for a house.*

T

TIME-SENSITIVE

**Set a target date to meet your goal. When do you plan on reaching your goal?**

**Example:** *I will update my resume and portfolio in the next two weeks. After that, I will submit at least one application a week until I've completed 30 applications or gotten a new job!*

## Create Your Own SMART Goals

Fill in your SMART goals below and keep them close by — post them near your work desk, hang them on the fridge or keep them somewhere you'll see them often!

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First step? Get the SMART goal wheels turning with an overarching goal.

**My Overall Dream:** \_\_\_\_\_  
\_\_\_\_\_



**Your goal should be clear and specific. Think who, what, where, when and why. Be as detailed as possible!**

\_\_\_\_\_  
\_\_\_\_\_



**How do you plan on tracking the progress of your goal?**

\_\_\_\_\_  
\_\_\_\_\_



**Do you have the time, skills and resources you need to achieve your goal?**

\_\_\_\_\_  
\_\_\_\_\_



**Make sure your goal matters to you. Question your "why." Why are you doing this?**

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\_\_\_\_\_



**Set a target date to meet your goal. When do you plan on reaching your goal?**

\_\_\_\_\_  
\_\_\_\_\_

**Great job, you've done it! Now that you've set SMART goals for yourself, it's time to start achieving your dreams and see how much you can accomplish!**

For more great resources, including free live events and recorded webinars, head over to American Family Insurance's [DreamBank](#) to receive the tools and resources to pursue your dreams.

