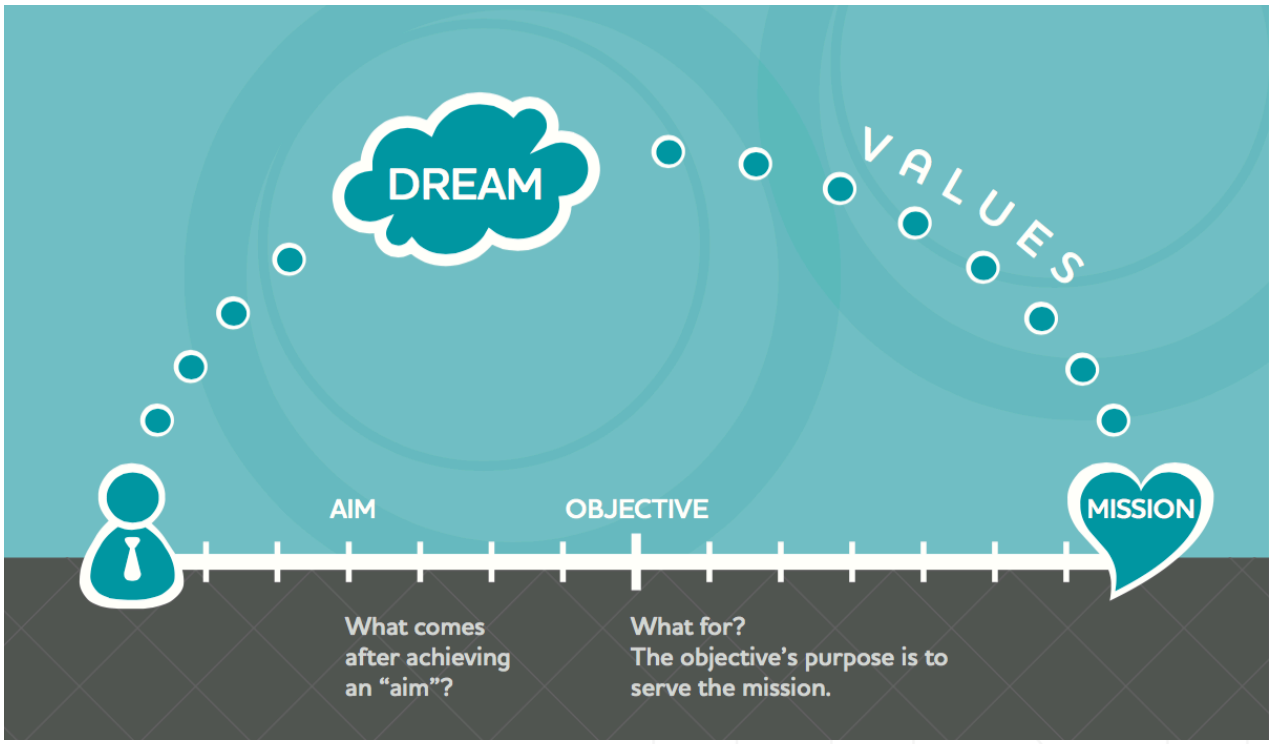
How to Design a Realistic Objective SMART!

We all know what it feels like to make New Year's resolutions, just to realize a few months later that nothing has really changed. Creating change requires courage, but also some strategy! Let's have a quick look, firstly at what an objective actually is, and then how to create one in a way that it will become "real".

1 What is an objective?

Our objectives reflect and propel our inner drives. However, objectives and goals are often talked about as if they are the same, but they are actually slightly different. A goal is like running a marathon, when you get to the finishing line it's over. An objective, in reality, serves a higher purpose. It is aligned with your values and also with your mission in life. It creates the kind of deep connection and motivation to keep on going despite small setbacks.

2 Know your values and look at the bigger picture!



3 Make it SMART!

Designing smart objectives will keep you motivated and on track, creating the life you want and helping you fulfill your potential.

A SMART objective is:

SPECIFIC	Define your objective: What do you want to do? Why? Who with? Where?
MEASURABLE	How will you know when you've done it? What will success look like?
ACHIEVABLE	Make sure it's actually possible for you to do it.
RELEVANT	Is it worth doing and will it contribute to your life and your self-esteem?
TIMED	When will you do it?

When you connect to the objective you want to achieve, it's important to go through every step of the process. In fact, the "A" has also been defined as "Accountable". This means, if you actually tell a friend or colleague about your objective, it will enhance the chances that you will stick to it and follow through.

> *"You can either take action, or you can hang back and hope for a miracle. Miracles are great, but they are so unpredictable.*
>
> Peter Drucker

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