

S

• **Specific** A specific goal has a much greater chance of being accomplished than a general goal. Think of the six “W” questions: *Who is involved? *What do I want to accomplish? *Where--Identify a location. *When--Establish a time frame. *Which--Identify requirements and constraints. *Why--Specific reasons, purpose or benefits of accomplishing the goal.

M

• **Measurable** Establish concrete criteria for measuring progress toward the attainment of each goal you set. How much? How many? How will I know when it is accomplished?

A

• **Attainable** (or achievable) This is about prioritizing. Choose the most important goals, careful not to spread efforts too thin. Then break large goals down into smaller, achievable goals that are steps to the larger goal.

R

• **Realistic** To be realistic, a goal must represent an objective toward which you are both *willing* and *able* to work.

T

• **Timely** A goal should be grounded within a time frame. This is built into the WELS goal setting format.
• **T** can also stand for **Tangible** – A goal is tangible when you can experience it with one of the senses, that is, taste, touch, smell, sight or hearing.