

What's Your SMART Goal?

Take a step back. Think about what you want to get out of your shop and the amount of time and resources you are able to dedicate to fueling that success. This exercise will inform how you go about setting your goals.

Using the SMART mnemonic as a guide, craft a goal that is Specific, Measurable, Attainable, Relevant and Time-bound. These criteria are a helpful way to formulate a goal that's both ambitious and realistic within your own custom parameters.

STEP ONE

Get started by writing out your goal. For example, you might strive to rebrand your shop, make your photos press-ready, launch a gift-worthy product or develop new packaging materials.

This season, my goal is

Don't worry — it doesn't need to be perfectly formulated just yet. The exercise below will help you polish this initial nugget of an idea into solid gold.

STEP TWO

To find your focus and trajectory for your goal, take some time to fill out the chart below

GETTING SMART	KEY CHARACTERISTICS	YOUR GOAL'S KEY CHARACTERISTICS
SPECIFIC	Pinpoint the details. What do you want to accomplish and why? What research do you need to do? What materials, tools and knowledge will you need?	
MEASURABLE	How much time will this goal take? How will you know you've reached your goal?	
ATTAINABLE	How can your goal be accomplished? Will it challenge you to develop your shop? Is it something you can realistically accomplish given the time frame and necessary assets?	
RELEVANT	How will this goal enhance your business? How will your shop benefit as a whole? What helpful business lessons will you learn?	
TIME-BOUND	Mark your calendar! By which dates will you need to achieve each element of your goal? When do you need to complete your goal for it to be effective this holiday season?	

STEP THREE

Taking into consideration the elements you brainstormed above, rewrite your goal into a short, memorable sentence or two. This will serve as your northern star as you prepare to work toward your goal.
