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Educating People in  
God's Way of Doing  
Business!



**To be a successful business is to be goal driven. Even more important is to be effective within the pursuit of attaining your goals. The SMART method is tried and proven! Be SMART in how you approach your goals and you'll finally achieve the reward of not only establishing good goals for your organization but also reach them.**

## S

**Specific:** Make sure that your goals are worded in a manner that allows for everyone involved to read and understand exactly what is to be achieved.

## M

**Measurable:** Make sure that some numeric value is included in your goal statement, which allows for an objective assessment of measurement.

## A

**Agreeable:** Make sure that everyone involved in attaining the goal finds the goal agreeable – that there is a common worth . Since goals are reached by teams, consensus is vital on this subject.

## R

**Realistic:** Stretch in goal setting is important, but not so much that it makes the goal seem unattainable. People must experience success in reaching goals early on if the organization is to find value in being goal driven. Make sure the goal is realistic.

## T

**Time Bound:** Within the goal statement, make sure to have a beginning and an end time frame defined to attain the goal. This helps in the efforts of setting the pace and scheduling activities.