

want to increase my level of clients or business, without specifying how many or in what percentage vs last year, for example, is to say nothing.

And this leads on to the following letter: the "M". In addition to specific, the objectives have to be MEASURABLE. Continuing with the example above, if I intend to increase the turnover by 25%, this goal will be easy to measure, don't you think? It's the same as when I say that I want to lose weight ... how much? How am I going to measure that I am achieving my goal? Naturally there are subjects and/or objectives that are easier to measure than others, but we must always decide how to measure it, or it will be impossible to determine whether we have achieved our goal or not.

On the other hand, in addition to being specific (S) and measurable (M), the objectives have to be AMBITIOUS (A). Behind every goal there has to be a challenge, something that involves a real effort, an escape from what we do easily and comfortably and without "having to think" every day. Furthermore, if the goal is ambitious it will mean that it is important to us, that it is relevant to us, and will make us strive further than what we had originally set out to achieve.

But without a doubt, even if it is ambitious and challenging, a goal has to be REALISTIC (R), that is, we have to have the resources and means to achieve it (whether they are personal or external). Furthermore, you should refer to another similar objective that you achieved in the past, or that was achieved by another person, to help you see how realistic your goal is. However, this will not always be possible because sometimes you may be the first to attempt a goal (but you are not alone, think of how many athletes have improved on their Personal Best or broke a record, which until then was unimaginable).

And last but not least, the objectives have to be defined in the time, i.e. be TIME-BOUND (T). It is not the same, continuing with the initial example, to increase the business by 25% in a year ... as opposed to doing it in 2 months! How accurate are you at estimating how long it will take you to achieve your goals? Because time is, in itself, a resource for assessing how realistic a goal is, and is also a good unit of measurement to keep track of the achievement of such goals.

A - Ambitious

Close-up of the trainer pointing to each of the definitions as they appear on screen.

R – Realistic

T – Time-bound

Another important issue to consider is related to long-term objectives. Sometimes seeing that they are so far away can be demoralising for us. For this reason, we recommend establishing "micro-objectives", which involve small intermediate actions, to assess how close you are in achieving them and allow us to feel that we are slowly progressing. This will also help us become more self-motivated and become more and more enthusiastic, which is essential to keep us going and allow

Card:
MICRO-
OBJECTIVES

Close-up of the trainer walking

us to see that great goal, or even challenge, that we set ourselves. In this sense, it is critical to celebrate even every small success.

OBJECTIVES

TRAINING

So how can we improve our goal-setting techniques?

- Whenever you set yourself a challenge, define your goals (including your “micro-goals”) using the SMART technique.
- Write the target down somewhere which will be visible to you on a regular basis, so you can stay focused and keep track of your progression.
- Share the goal with others in your environment. This helps you to persevere and maintain your commitment to achieving your goal. For example, when you publicly declare to do something ... your commitment to your goal increases!
- Finally, remember to dedicate a lot of desire, effort and determination into achieving your goals. Appreciate what you have and look for what you lack.... and then get started!

Card with summary:

- Set yourself SMART objectives.
- Display your objectives where you can always see them.
- Share your objectives with others
- Ensure resources and get started.

Close-up of the trainer with the text on one side of the screen (phrases only appear as they are mentioned).

Close-up of the trainer.