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# M

# A

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# T



Specific



Measurable



Attainable



Relevant



Time Based

### Who, What, Where, When, Why, Which

Define the goal as much as possible with no ambiguous language.

- Who is involved?
- What do I want to accomplish?
- Where will it be done?
- Why am I doing this?

### Measure of Improvement / From "X" to "Y"

Can I track the progress or measure the outcome?

- How much?
- How many?
- How will I know when or if I accomplish my goal?

### How Feasible Action Oriented

Is the goal reasonable?  
Will this goal still push me and challenge me?  
If yes, what steps do I need to take to accomplish the goal?

### Worthwhile Realistic

Is this goal meaningful & relevant?  
Is this goal consistent with my purpose?  
Will this goal help me reach my long-term Vision?  
Does it align to my core values & beliefs?

### By When

Set a due date for when your goals will be accomplished.

Establish a sense of urgency and priority for your goals.

When can I achieve this goal?  
What day/month/year?