



**New Version!**

# How to get your **Goals** right in only **5 minutes**

Let the examples in this workbook guide you to  
formulate your goal perfectly.

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# SMART+ in short

If you really want to reach your goals the first step is to formulate your goal in the right manner. Let our **SMART+** system guide you and avoid the pitfalls.

**SMART+** is an enhancement of the SMART acronym and means

- S** = Specific and Self-efficient means: so precise and simple that a 5 year old will know when you reached your goal and that you are able to reach your goal by your own means.
- M** = Measurable means: you should be able to measure your progress and also to know when you reached your goal
- A** = Ambitious means: your goal needs to be a stretch
- R** = Realistic means: you should be convinced, that it is still feasible for you
- T** = Timely is optional because in many cases you better do not set a time limit. Why? I'll explain this in the corresponding chapter

+ **Why**: You need a strong why as a start, why you want to reach this goal!

+ **Action Steps**: What are the steps that will inevitably make you reach your goal?

+ **Ecological**: The goal and the way to reach that goal have to be in line with your values. Goals or the way to reach that goal that are not acceptable for you will inevitably lead to failure.

Reach your goal easily and fast by going through these steps. At the end, you will have a super strong goal definition. If you reach a point where something does not feel right, then take a step back and rework all the previous steps.



# S = Specific and Self-efficient

**Formulate your goal in a way you could explain to a 5 year old child, when the goal is reached. It is equally important that **you can reach your goal by your own means** and you do not rely on the reaction of other people to reach your goal!**

## Examples:

Wrong: I want to climb the social ladder => not specific

Better: I want to be promoted to the position of R&D Manager => not self-efficient

Good: I am R&D Manager in a medium sized company => This implies that you are ready to change employers and therefore it is self-efficient.

Wrong: I want to win a Million Euros in the lottery => Not self-efficient

Wrong : I want more customers => not specific

Good: I want to increase the number of my customers by 20% => specific and self-efficient

## Your Goal:



# M = Measurable

**Formulate your goal so that you can measure when you have reached your goal.** It is important that you can also measure if you are on track. If your goal is big and far away it is much better to work with intermediate goals.

## Examples :

Good: I will have 1000 Facebook fans a year from now => Measurable, but too far away

Better: I win each week 20 new Facebook fans so that I will have 1000 new fans a year from now  
=> If I fall behind the 20 fans per week I can take action early enough in the process to get more fans right away

Good: In 5 years, I will be R&D Manager at a medium sized company => Too far away

Better: In 2 years, I will be team leader in R&D

Not good: In 10 years from now I am a millionaire => Too far and too big

Better: In 12 months from now I will be debt free and in 24 months I will have 100.000 Euros in assets => These are manageable steps, even if a monthly follow-up would be better.

**Your optimised goal** (reformulate your previous goal and add the “M”):



# A = Ambitious

**Formulate a goal that stretches you beyond your current limits.** Take care you only check with yourself and decide whether your goal is ambitious or not. Never align your goal to the performance or expectations of others. **Your goal has to be ambitious for YOU and only YOU!**

## Examples:

Too simple: In 6 months I know 10 new words in Spanish.

Ambitious: In 6 months I can converse with the natives during my holiday in Spain => Ambitious, but difficult to measure the progress and the result

Even better: In 6 months I have successfully completed 20 lessons from my Spanish course and can converse with the natives => That is Ambitious and Measurable

Too simple: I want to increase my sales by 1% next year

Ambitious: I want to increase my sales by 10% next year. (might be too simple for a Startup ;-)

**Your optimised goal** (reformulate your previous goal and add the “A”):



# R = Realistic

**YOU check your goal if it realistic for YOU.** You need to be convinced this is really tough but you might be able to do this, even if you do not know how yet. Check if others have achieved such thing before you and could help to get a feeling if it is feasible. Never ever let a Wannabee Expert tell you you cannot do it. **YOU decide and YOU do.** Full Stop. Time is by the way a key factor. Given enough time nearly everything is feasible.

## Examples:

*Case 1: You never ran more than 1 km in one stretch*

Not realistic: I run a marathon in under 3 hours in 4 weeks from now

Realistic: I run a marathon in under 4 hours a year from now

*Case 2: You are self employed since 5 years*

Not realistic: I double the number of my customers next month

Realistic : I double the number of my customers in the course of the next 12 months

**Your optimised goal** (reformulate your previous goal and add the “R”):



# T = Timely

Timely is the most dangerous topic of the SMART method. To cite Tony Robbins: “most people overestimate what they can accomplish in a year - and underestimate what they can achieve in a decade”. Therefore people tend to miss their deadline, feel like a failure and give up. If this happens too often you will start to believe that you are a failure, making success more and more difficult. Therefore, I do not put a time-limit on my goal unless it’s absolutely necessary.

If there is no outside imposed timing like the date for a marathon, what is the importance if you reach your goal today or in 6 months? But for sure, you should put everything in place to reach it as fast as you can. Nevertheless, some people need the pressure of a time limit to take action. But please, do me a favour, don’t beat yourself up, if you miss your goal by a month. It’s still a success!

## Examples:

Good: In one year from now, I have 1000 Facebook fans

Better : I get 20 new Facebook fans per week (intermediate goals), so that I have 1000 fans in a year

Good: In 5 years, I am R&D manager

Better: I will be team leader in 2 years (intermediate goal) and in 5 years R&D manager

**Your optimised goal** (reformulate your previous goal and add the “T” but only if necessary):



# + Why

Being clear about **why** you want to reach a goal is the first step to success. You might ask yourself, why to go through all this goal setting before asking this cornerstone question?

The answer is simple. Until you have clearly defined what you want to achieve, it is virtually impossible to know, if this is really important to you.

You have perhaps also asked yourself, why I did not put any examples in this section. This is, because the why is strictly personal. Some people are motivated by money, others by a higher purpose and again others by the fear of dying early.

Is one why better than another? No it is not, because **the why is strictly personal**.

It's like the colour of your hair. Is blond better than red? Long, better than short? This is your personal thing. I mean, I have no hair left and I feel great about it ;-)

**Your Why:**



# + Action Steps

Now, **note the concrete action steps you take each week**. You also write down what you need to move towards you goal. Don't go too deep into planning, it's all about putting the corner stones, not the details.

If you cannot find concrete actions to take, than maybe your target achievement does not really depend on your action. In this case, you need to go back to step "S" (the first one) of your goal definition.

## Example:

Goal: I find 8 new customers each month so that I have 100 new customers by the end of the year

- Next week, I book a course in marketing over the phone so that I learn how to convince people
- I develop a phone script so that I can present my business in a more efficient way
- I call 20 people each week and if only 10% say yes, I will be able to reach my goal

## What will you do?

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# + Ecological

Ecological means the objective you are trying to achieve and what you do to achieve it corresponds to your values. In this step, you **check your goal and all the steps whether they give you a positive gut feeling or you feel inner resistance coming up** in which case you need to review your goal definition and your action steps. Don't forget, the resistance can also come from your belief system which you might want to question, as this has nothing to do with your values but with your past experiences and what you have been told by others.

## My proposals to solve the most frequent resistances:

I will never be able to this, I'm not good enough => Would it be possible if you had more time? Is there an intermediate target that seems feasible? Can you learn how to do it?

An action that I have chosen disgusts me => Can you chose a different action to reach the target?

My boss, my parents, my partner,... would never accept this => Talk to these people. Maybe, they will accept if they know how important this thing is for you. Perhaps they do not accept the steps you take to reach your goal but have another solution. Be flexible about the way but defend your goal.

What will the people in my village, my company,... say? => Don't try to be everybody's darling, it's just impossible. One half of the people will agree and support you and the other half will not support you and that's true whatever you do. And not to forget, 90% of the people give a sh..t what you do, but only care about themselves. So stay true to yourself and the rest will follow.

## Result of the Ecological Check:



# My Goal

After going through all the steps, you now have your goal set. Re-write it in this field, print this page and pin it on the wall, just above your desk.

**My SMART+ Goal:**

A large, empty rectangular box with a thin black border, intended for writing a SMART+ goal. In the top right corner of this box, there is a circular compass icon with a red needle pointing towards the top right, and the letters N, E, S, and W are visible around the dial.

# Questions?

If you have questions concerning this workbook or any other subject around your projects, then simply send me a message on the social networks or on our website:

<https://cactus-competence.com>

