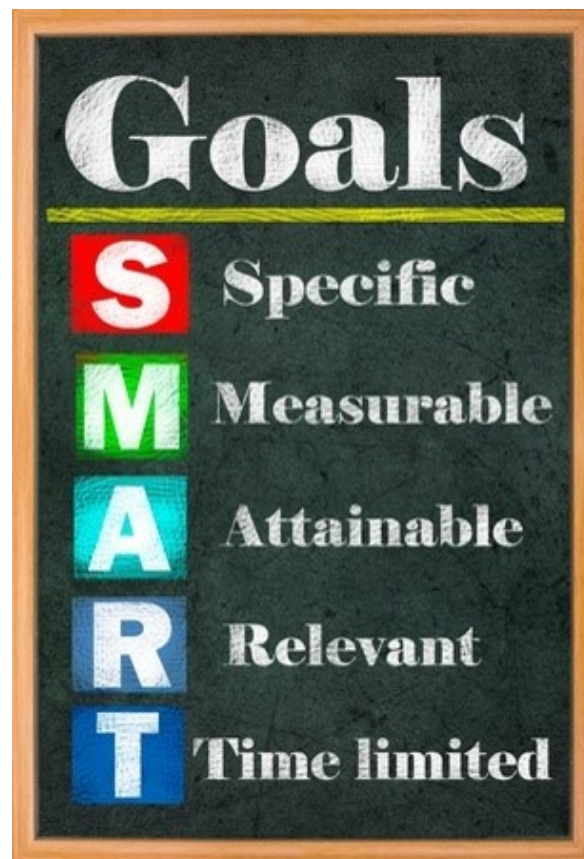


THE Accountability! SQUAD.

Dream. Act. Celebrate.



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SMART Goals

Specific

Goals should answer the highly specific questions of who, what, where, when, and why.

General goal: "I blog"

SPECIFIC goal: "I blog three times a week about clinical topics that demonstrate my expertise."

Measurable

To track your progress, goals must be quantifiable.

"I attend one attorney networking event every 3 months"

"I exhibit at two attorney conferences a year."

Attainable

Evaluate your situation honestly. Recognize which goals are realistic and which are a little far-fetched.

"I work with every plaintiff personal injury attorney within a 200 mile radius of my house."

"I will work with 3 new clients in the next 6 months."

Relevant

Is this goal relevant to your life and to the "big picture" questions you have already asked yourself?

Does it seem worthwhile?

Is now the right time for this?

Does this match my needs?

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Time-limited

Setting a "due date" to meet goals not only keeps you on track, but it prevents pesky daily roadblocks from getting in the way.

"I will quit my clinical job by December 2017."

It is Your Turn

Write out all the goals you can think of for your business and/or personal life.

This is a BRAINSTORMING exercise which means do not use any filters –write whatever comes to mind.

Don't worry about whether the goals are long term or short term.

Don't worry if you have no idea how you would ever accomplish the goal.

LIST YOUR GOALS HERE:

Write 3 SMART Goals