

Successful Goal Setting is to AIM-SMART

Edwin Locke's 1960 Goal Setting Theory stirred the business community around the essentials of performance management and what motivates people to get things done. Since this groundbreaking work, goal setting has become a fundamental stepping stone in our culture on how to accomplish the largest to mundane tasks.

And yet people are hesitant to set goals. WHY??

Because when we declare a goal, really own it, the possibility of not achieving it is then too great and our stress response actually views that as a threat. The fear of failure and commitment rise up and place doubt in our minds. Having goals as pass/fail is the biggest mis-step in goal setting and you're setting yourself, and others, up for failure before you even begin. Instead, **AIM-SMART**.

The acronym SMART in goal setting is common place where goals are:

- S**- Specific
- M**- Measurable
- A**- Attainable
- R**- Realistic
- T**- Timebound

What is far less known is we all should AIM-SMART.

- A**- This is the "acceptable minimum" you are willing to acknowledge as a winning goal.
 - I**- This is the "ideal" outcome you are looking for.
 - M**- This is the "maximum" results you could get if everything went perfectly.
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Examples:

Create department policies.

A (acceptable minimum)- Write one policy a week for 12 weeks.

I (ideal)- Write two policies a week for 6 weeks.

M (maximum)- Write three policies a week for 4 weeks.

Lose 10 pounds.

A (acceptable minimum)- In 10 weeks at 1 pound each week.

I (ideal)- In 6 weeks at 1.5 pounds each week.

M (maximum)- In 5 weeks at 2 pounds each week.

Organize your office.

A (acceptable minimum)- Clean out one drawer.

I (ideal)- Clean out all drawers and file all loose papers.

M (maximum)- Clean out all drawers, file all loose papers, and put up shelves.

Any forward movement towards a goal is positive movement and we should take pride in measuring and celebrating that movement. AIM will help you do just that for yourself or your team.

Looking for support on this or any of our other activities? Contact Info@JenButlerPartners.com.
