



Success Express Coaching & Consulting

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SMART(ss) Goal Setting

For a goal to be effective, it must align with key criteria that enhance clarity and achievability. The SMART Goal-Setting Approach has been a proven framework for success for decades. Here is a refined version, developed by Kirby Kirkpatrick.

Specific

The goal must be clear and specific. Avoid vague statements such as “to start exercising”. Your goal, should have a clear definition of what your goal means. “I am going to exercise for 30 minutes a day, 3 times a week.”

Measurable

It should be evident when your goal has been achieved. Using the above example: “I am going to be disciplined in exercising a minimum of 3 days per week, for 30 minutes each time, for the next three months.”

Achievable

Goals should be achievable based on the following criteria: physical, intellectual, and mental capacity; inside a skill set you already possess; inside the time frame you want to accomplish; with the resources you possess or with which you have access. (A 4’ 3” - 60 year old man is not going to play in the NBA!)

Relevant

Your goal should be applicable to your priorities. Does it align with what is important to you relationally, physically, financially, spiritually, and professionally.

Time Sensitive

Your goal must have a deadline. What is the time frame with which you will complete the goal. Give it a specific date or time window.

Sustainable

Will your goal be sustainable beyond it’s completion? When it comes to professional, financial, relationship, health and spiritual goals, their value is much greater if it is to create a new, long term sustained change. Exceptions to this rule would be goals that are a one off event but part of a larger goal. I am going to run a 10K may be a finite goal that plays a broader role in your overall health goal of hitting a weight or blood pressure target.

Shared

Who is your support team and your cheerleaders? Sharing you goal creates urgency and accountability to the work necessary to achieve it.



SMART(ss) Goal Setting

For Accomplishing Bigger Goals

Long Range Goal:

Ex: Buying a House, Year Long Competition, Writing a Book.

Sub Goal 1	Sub Goal 2	Sub Goal 3	Sub Goal 4	Sub Goal 5	Sub Goal 6
Activity to Support	Activity to Support	Activity to Support	Activity to Support	Activity to Support	Activity to Support
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Step 1: Break Down Your Goal into Actionable Sub-Goals: Effective goal-setting requires breaking down your overarching goal into smaller, manageable sub-goals that may involve different strategies. For example, if your goal is to buy a house, one sub-goal might be increasing your monthly income by a specific amount, while another could be reducing expenses by a set percentage. **Important: Each sub-goal must align with the SMARTSS Criteria outlined on Page 1.**

Step 2: Identify Key Activities: Determine the specific actions required to achieve each sub-goal. Outline the necessary steps and resources, ensuring each activity directly contributes to measurable progress.

Step 3: Pause and Reflect: Take 24–48 hours to review your plan, process your answers, and if possible, seek feedback from a mentor. This pause allows for deeper reflection and refinement before moving forward.

Step 4: Commit with Clarity (The Most Critical Step!): Before fully committing, ask yourself: Am I truly willing to follow through with the required actions? If you are not prepared to make the necessary sacrifices, then you don't have a goal—you have a wish, a dream, or a fantasy.

By being honest with yourself upfront and committing to putting in the work to the best of your ability, you ensure that regardless of the final outcome, you emerge successful—because true success lies in disciplined effort and personal growth.