

SMART Goal Setting

The SMART acronym can help us remember the components of an effective goal:

Specific: The goal identifies a specific action or event that will take place.

Measurable: The goal and its benefits are be quantifiable.

Achievable: The goal is be attainable, given available resources.

Realistic: The goal is challenging, but also allows for the likelihood of success.

Timely: The goal defines the timeframe in which it will be accomplished.

Here are some additional tips that can help you set effective goals:

1. Develop several goals, but not too many.

A list of five to seven items gives you several things to work on over a period of time.

2. State goals as declarations of intention, not items on a wish list.

“We want to start a community Compost site” lacks power.

“We **will** start a community compost site” is intentional and powerful.

3. Attach a date to each goal. State what you intend to accomplish and by when.

A good list should include short-term and long-term goals.

You may want a few goals for the current year, and some for two or three month intervals.

4. Be specific.

“Outreach to the neighborhood” is too general; “tell five neighbors about the project before the end of the month” is better.

5. Share your goals with someone who cares about your success.

Sharing your intentions with family members, friends, or a mentor will help ensure success.

6. Write down your goals and put them where you will see them.

The more often you read your list, the more results you get.

7. Review and revise your list

Experiment with different ways of stating your goals.

Goal setting improves with practice, so play around with it.

Adapted from: How to Start a Community Garden (2017), Kairsten Nitsch, The Garden Works Project

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