

Smart Goals

Have you heard of the concept of SMART goals?

We all know that you can't succeed without goals, and the more focused and defined your goals are, the more successful you will be.

Well here is a way of measuring whether your goals defined and focused in the right way.

SMART stands for: Specific/ Measurable/ Achievable/ Result Oriented/ Trackable

If any of your goals doesn't get a tick against all five of those measures, go back and redefine it until it does.

Work SMART, live SMART and succeed SMART. GOAL SETTING is the single most important force in human motivation. Without GOALS we leave great accomplishment to chance.

Today's GOALS are tomorrow's realities. Goals:

Inspire us to take action (produce Efforts)/Direct Effort/Provide concrete direction for your effort and actions/Provide standards to determine whether you are attaining your goals/Encourage you to extend your limits/Goals are measuring sticks/Attainment of Goals provide step by step ways to get where we want to go/Setting a Goal turns a "want to" into a "to do".

GOALS need to be firmly entrenched, otherwise people begin to operate as independent entrepreneurs in a system that really needs cooperative work.

GOAL SETTING: FIRST STEP: Decide where you want to end up. Dreams allow for the unfolding of new realities. Goals are dreams with deadlines. Imagine what is potentially possible if all your limits are stretched. How good could you be? IMAGINE THE POSSIBILITY OF UNLIMITED POSSIBILITY.

GOAL SETTING SECOND STEP: Set realistic performance outcomes based on:

your current competitive history

your current skill level

your present motivation for improvement.

Given that . . . What is the best performance you can realistically attain this year if you commit to it?

Focus Energy and Effort on the events within your potential control. Process goals vs pie in the sky goals.

You should be able to VISUALIZE what you have to do in order to win. The doing should be your goal (not winning). Winning will take care of itself.

GOALS may project you into the future, but they must be acted on in the present.

1. Start with the 30 DAY CHALLENGE - almost anyone can do almost anything for 30 days.

2. Devise a system of reward and punishment. When you set goals, you are making a commitment; you have to have a system that will force you to stick to it.

3. Give your Efforts time to compound. Exercise patience.

With New England's run at the undefeated season this year I am reminded of the following:

The testimonies to goals and goal setting certainly are legion in the lexicon of the success and motivational coaches, speakers and trainers in our society today. The fact of the matter is: Goals work. And they are the single most important force in human motivation.

It is critical to have a clear vision of where both the individual and the team wish to end up, this provides fuel for the motivational mechanism that pushes us forward.

I am reminded of the passage in Holtz's *Championship Season* book where he talked to the players at ND asking them who wanted to be good. Every time the players started to complain about the work load in winter and spring drills all Lou had to do was to remind them that the goal was theirs to be good. He was just providing the avenue to where they wanted to go.

In the new book *Undefeated* about Bob and Brian Griese the quarterback for the 1972 undefeated 17-0 Super Bowl Champion Miami Dolphins talks about how the team used their defeat at the hands of the Dallas Cowboys in Super Bowl VI to fuel their charge into the '72 season:

"I remember thinking, We had our shot and now it's gone. We worked all season long just to get to this game, and when we got here, we got our tails kicked. Now it's gonna take us a whole year just to get back to where we were just three hours ago, and there's no guarantee we'll ever get that close again. Now we erase the blackboard and start over.

Shula came in and gave us a very straight-from-the-shoulder talk; no shouting or berating, but no sugarcoating, either. It went something like this: "We embarrassed ourselves out there today. We lost a shot at a world championship, and that wipes out everything we accomplished this season. Nobody's going to remember that we won the AFC Championship, that we beat the Colts in our last game, or that we beat the Chiefs the week before that. They're going to remember that we lost the Super Bowl. We lost our season today, and there's no way we'll ever get that back."

Don Shula wanted us to feel every last drop of pain and frustration we had earned that day, but he also wanted us to learn the lessons of that game. "Something good can come out of this," he went on, "if we can reach back to this game for the experience we gained today. Something good can come out of this if we can use this loss to fuel future Super Bowl wins. That's the only way we're ever going to erase the embarrassment of this loss."

We got the message. We took the lessons of that Super Bowl loss with us into the '72 season. The bitterness of Super Bowl VI set us up for the sweetness of the Perfect Season. We told ourselves and one another, "Hey, don't let up; don't stop working and training; don't make mistakes. We've got another entire season to go through to get to Super Bowl VII, so if we've gotta go through this, let's make sure we do it right."

We lost Super Bowl VI because we had not absorbed all the lessons of the '71 season. We had learned how to elevate our play to a very high level against very tough teams, but we had not learned how to be consistent enough to stay at that level. The first time you reach the point where you can play against that level of competition (like the '71 Chiefs, Colts, or Cowboys) you find that sometimes you can play to that level one week, but the next week you can't. Once we found out what it was like to be at that level, we were able to come back in 1972 and stay at that level all season long.

We had a goal in front of us: to get back and win the Super Bowl and become the World Champions. If it meant winning every game to ensure that goal, so be it. We'd do it.

Our goal was nothing less than perfection."

What is your Goal? How good do you want to be? YOU get to decide.