

EXAMPLES FOR THE TRAINER

5 Characteristics of a well-defined goal. Use the SMART method.

S – specific – The goal must be specific, leave no doubt as to when it is achieved.

M – measurable – The goal should be measurable; we should be able to verify its achievement.

A – attractive – The goal should be attractive; its achievement should be a reward for us.

R – realistic – The goal should be realistic and lay within our reach and ability to achieve it.

T – time-bound – The goal should have specific times as to when it should be achieved.

1

BUSINESS GOAL

Goal: Preparation of at least 3 marketing campaigns by the promotion department per month in the third quarter.

Why the goal is SMART: this goal is specific (marketing campaigns), measurable (three different types of campaigns), achievable and realistic (it depends on the number of team members, but we can assume that there are enough of them to create three campaigns a month) and time-bound (within a month in the third quarter).



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2

TEAM GOAL

Goal: The project team will develop and submit 4 project applications as part of international competitions in 2023.

Why the goal is SMART: this goal is specific (project applications under international competitions), measurable (four applications), achievable (4 projects throughout the year), realistic (the project will be prepared by the project team) and time-bound (throughout 2023).

3

PROFESSIONAL GOAL

Goal: In 2023, I will develop my Power Query competences in Excel as part of the paid course and pass the final test at level B - said the accountant.

Why the goal is SMART: This goal is specific (Power Query skills in Excel), measurable (level B final test), achievable (paid course), realistic (competencies match the needs of the accounting position) and time-bound (throughout 2023).



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4

PERSONAL GOAL

Goal: Next year I will take part in a triathlon in May in Gdansk, I will train 3 times a week and finish the race in less than 3 hours.

Why the goal is SMART: this goal is specific (triathlon in Gdansk), measurable (in less than 3 hours), achievable (3 hours is an ambitious but achievable goal for most people who train and have experience in triathlons), realistic (systematic trainings) and time-bound (May).

