



**Regional Weight Management Center  
March Newsletter**

**“SMART goal”**

I encourage you to pick up a pen and a piece of paper and jot down the goals you want to reach. Look at each goal and evaluate it. Make any changes necessary to ensure it meets the criteria for a SMART goal:

**S** = Specific    **M** = Measurable    **A** = Attainable    **R** = Realistic    **T** = Timely

**Specific:** Goals should be straightforward and emphasize what you want to happen. Specifics help us to **focus our efforts** and **clearly define what we are going to do**. Specific is the What, Why, and How of the SMART model. Ensure the goals you set is very **specific, clear and easy**.

**Measurable:** **If you can't measure it, you can't manage it.** In the broadest sense, the whole goal statement is a measure for the project; if the goal is accomplished, then it is a success. Choose a goal with measurable progress, **so you can see the change occur**.

**Establish concrete criteria for measuring progress** toward the attainment of each goal you set. When you measure your progress, you stay on track.

**Attainable:** Goals you set which are too far out of your reach, you probably won't commit to doing. Although you may start with the best of intentions, the knowledge that it's too much for you means your subconscious will keep reminding you of this fact and will stop you from even giving it your best. **A goal needs to stretch you slightly so you feel you can do it and it will need a real commitment from you.**

**Realistic:** **This is not a synonym for "easy."** Realistic, in this case, means **"do-able."** **Devise a plan** or a way of getting there which makes the goal realistic. The goal needs to be realistic for you and where you are at the moment. Be sure to set goals that you can attain with some effort! Too difficult and you set the stage for failure, but too low sends the message that you aren't very capable. **Set the bar high enough for a satisfying achievement!**

**Timely:** Set a timeframe for the goal: for next week, in three months. Putting an end point on your goal gives you a **clear target** to work towards.

**Time must be measurable, attainable and realistic.**

**Everyone will benefit from goals and objectives if they are  
SMART.**

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