

MaxKnowledge Performance Blog

Nine Questions to Ask About a Goal - Part 1 of 3

by Jay Hollowell - April 30, 2009

This blog addresses the first three questions (stay tuned for additional blogs that will continue our topic)!

1. Is the goal SMART? Most of us may already know what a SMART goal is, but the acronym still proves to be important to goal realization. First the goal must be Specific. A general or broad goal is harder to evaluate, more difficult to implement and leads to ineffective results because there are no specific parameters to define what the goal is suppose to accomplish. Second, the goal must be Measurable; this characteristic goes hand-in-hand with Specific. A goal that is Measurable is one that can be more easily assessed. Third, the goal must be Attainable and Realistic. These qualities also go hand-in-hand. It is OK to set challenging goals and to raise the bar, however a goal that is flat out unrealistic can cause employee frustration and create a demotivating experience. Fourth, the goal must be timely. Even the most on target goal is ineffective if the timing is not right.

2. Does the goal align with the mission and core values of the organization? Employees' goals must blend with the organization's culture to positively affect both individual and organizational performance.

3. Does the goal address both opportunities and challenges? An effective goal considers the opportunities that can be seized through goal accomplishment and, to bank on the goal's "Realistic" quality, must address the potential risks and challenges associated with outcomes.

My next blog will address three more questions to ask about a goal!

Jay Hollowell is the Training Manager for MaxKnowledge and has over 28 years of experience in adult education, corporate training and workforce development. He has designed and facilitated adult education/training programs throughout the United States, Canada, Europe, North Africa and the Middle East. In the career college sector, Jay has worked in numerous positions with an emphasis on faculty development, student retention and placement. His academic work is in business and education.