

Real Goals Are “DOUBLE SMART”



"What you get by achieving your goals is not as important as what you become by achieving your goals." - Zig Ziglar

The **DOUBLE SMART Plan™** was developed to focus on the “what” and “how” of achievement AND the “who” in terms of personal growth. In other words, it helps us achieve AND it helps us become. Why is this important? What we acquire can be taken away - who we become in the process cannot.

Achievement Dimension

Specific – measurable

Measurability requires that outcomes and schedules are defined in specific, objective and precise terms, not vague or confusing. Define the goal in numerical terms so progress and success can be measured.

Motivational – define & communicate

Creating incentives that turn goals into action requires defining the goals in terms that are motivating to me and others who will own the goal. For example, connect the goal to a larger purpose, list the positive outcomes (benefits), and specify incentives and rewards for successful completion. Then, share it!

Actionable – steps to start and restart

Make a list of on-hand resources and those that must be acquired. List specific action steps. Identify first steps that get the action started and key actions that will see the goal through to completion.

Relevant – timing, feasible, alignment

A goal is relevant when it is feasible, in alignment with values and vision, consistent with priorities, and appropriately timed. Bad timing and irrelevant goals are a waste of time and effort. Document why the goal is relevant and timely.

Trackable – accountability

Establish accountability by connecting your specific, measurable goal with an accountability process that includes milestones and a feedback mechanism to monitor progress. Enlist accountability partner(s) who will challenge you with tough questions about your progress.

Growth Dimension

Stretch – learn, grow, improve

All goals must be attainable. DOUBLE SMART goals take us beyond our safe zones where real growth takes place. To be intentional about growth, define how you will be stretched by the goal.

Momentum – progress, purpose, passion

Momentum occurs when the plan goes into overdrive and seems to propel itself. A person inspired by passion and a deep sense of purpose creates momentum from within. A strong, inspirational leader can cause it in others. Managers motivate. Leaders inspire.

Account – relationships

DOUBLE SMART goals add value to relationships like deposits to an interest-bearing bank account. Explain how the goal will “make deposits to your relationship accounts.”

Reinforce – replay, review, reflect

After the goal is reached, conduct a “lessons learned” exercise. Review the process, replay the events in your mind, and reflect on their meaning to discover the “Aha!” moments. This will reinforce the experience AND create a story that can be shared.

Teach – prepare for teaching moments

Identify, in advance, the potential opportunities to learn from this goal and how they can be leveraged into teaching moments for yourself and others. Commit to “paying forward” by sharing what you learned while pursuing your goal. Teaching also reinforces our own learning.

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