

Teacher Overview

During this activity, students will examine the difference between a well-written S.M.A.R.T. goal and a poorly written goal.

- > Students will practice writing S.M.A.R.T. goals.
- > Students will write S.M.A.R.T. goals for one or more of the following:
 - the purpose of setting personal goals.
 - the purpose of setting goals for their Market Day business.
 - the purpose of setting goals for a prospective business or a business they are currently operating.

When to Use This Lesson

A S.M.A.R.T. goal lesson can be implemented at any time. It is particularly relevant when students are working on Key Activities as a part of the Business Model Canvas process for Market Days or in the development of other businesses. It is also valuable to have students use S.M.A.R.T. goals anytime they are planning with a specific target in mind, in their personal or professional lives.

- > Protip: Follow-up with students S.M.A.R.T. Goals to track their progress.

Time



BEFORE CLASS PREPARATION:

- > Print copies of handouts and cut goal example cards. One set per student or pair of students.
- > Prepare materials listed.
- > Present writing S.M.A.R.T. goals for background knowledge.
- > If applying to the BMC process, students will need to have completed the ideation process and be in the process of building out the customer focus and financials sections of their BMC.

FOUNDATIONAL VALUES

- > Sound Judgment
- > Knowledge
- > Responsibility

LEARNING OBJECTIVES

- > LO 6, LO 6c

MATERIALS

- > Journal or Notebook (where goals can be written and easily reviewed)
- > Student Handouts: "What do S.M.A.R.T. goals look like?", "Practice Writing S.M.A.R.T. Goals."
- > Example cards – cut out goal example cards, one set per student or pair of students
- > Baggy or envelope - to put one set of goal example cards in
- > Optional:
 - Business Model Canvas (if applicable)
 - Post-It Note (if writing goals to place for BMC)

KEY TERMS

- > S.M.A.R.T. Goals
- > Measurable
- > Attainable

ACTIVITY INTRODUCTION

Goals are the checkpoints along the road to the success for your students and all business leaders. Research shows that S.M.A.R.T. goals are a powerful tool used by successful leaders. Goal setting helps us define our target, keeps us focused on the target, and helps us check to see if we are on the right path. Henry Ford once said, "Obstacles are those frightful things you see when you take your eyes off your goal". Focusing on our goals keep us forward looking, not focused on the obstacles, but on the target that is important to us. That positive focus will help us push aside the obstacles along the way enabling us to move forward and reach new heights.

SMART goals are those that are:

- > Specific – make sure the goal lets you know; who, what, where, when, which and why.
- > Measurable – the goal has some criteria for measuring whether you are meeting the it or not.
- > Attainable (or Achievable) – the goal is not unreasonable or below standard performance.
- > Relevant – is the goal worthwhile and meets your needs.
- > Timely – the goal has a time limit.

Some of the biggest reasons setting S.M.A.R.T. goals is important are:

- > S.M.A.R.T. goals bring a higher rate of fulfillment. As we go through the process of setting goals, taking-action on accomplishing our goals, and checking our progress along the way, we are empowered and achieve growing levels of satisfaction in "doing", leading to increased confidence. *SMART goals also demonstrate the use of sound judgment, maximizing time and resources, and increasing overall performance and quality of our efforts.
- > S.M.A.R.T. goals relate directly to our Foundational Values.
 - We take responsibility for our future by giving us a vision of our path to success.
 - S.M.A.R.T. goals require us to seek the best knowledge to create the change necessary to reach our goals.
 - By setting S.M.A.R.T. goals we take ownership of and are accountable to making our own opportunities.
- > SMART goals help drive the decision-making process (sound judgment) as the individual or business reflects on where it is now and where it wants to go in the future.

ACTIVITY DIRECTIONS

- > Give each student or pair of students a copy of the "What do S.M.A.R.T. goals look like?" handout and an envelope or baggy with the goal example cards in it.
- > Have students place the appropriate goal example cards on the handout. Discuss student responses of where and why they placed their cards, what short and long-term goals look like, as well as what good S.M.A.R.T. goals look like.
- > Give each student or pair of students a copy of the "Practice Writing S.M.A.R.T. Goals." Handout.
- > Have students transform the poorly written goals into well-written S.M.A.R.T. goals.
- > Have student's share-out their examples of well-written S.M.A.R.T. goals.
- > Have students apply what they have learned by writing S.M.A.R.T. goals for one of the following:
 - Write personal S.M.A.R.T. goals for what they want to achieve over the next year or in the future.
 - Write S.M.A.R.T. goals for their Market Day business.
 - Write short-term and/or long-term S.M.A.R.T. goals for a prospective business or a business they are currently operating.
- > Protip: Typically short-term goals are those that are 1 year or less, while long-term goals are 1 to 5 years.

