



## Creating PRODUCTIVE™ Goals

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The famous acronym for goal-setting is S.M.A.R.T. which stands for “specific, measurable, attainable, realistic and time-bound.” I like the SMART acronym, but I don’t love it, as I think it is missing several key components of what goals should entail. **PRODUCTIVE™ Goals** are far more encompassing.

### **PRODUCTIVE™ Goals:**

- P** - pride-worthy
- R** - results-focused
- O** – optimistic
- D** – defined
- U** – useful
- C** – challenging
- T** - time-sensitive
- I** – inspiring
- V** – viable
- E** - engaging

PRODUCTIVE™ Goals are results-focused, useful and also challenging. It is easy to set a goal you can attain with some ease; but defining goals that stretch you, often encourages greater meaning and a higher degree of pride when they are accomplished. Each goal should trigger a sense of emotion, to engage you to start and sustain your motivation. Lastly, if you don’t feel an emotional connection to your goal, the chances of you committing to it and achieving it, significantly decreases.