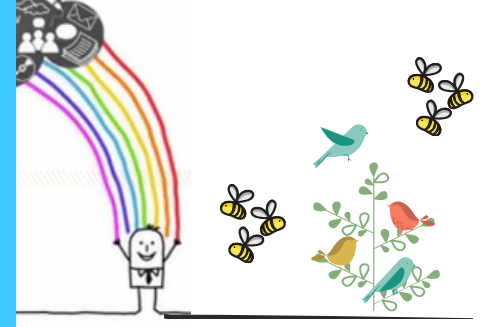


Get Tactical & Be S.M.A.R.T.E. R



The GACTS of Life

Now that you have a clear Why, Vision, Mission Who, and Message/Mantra, you are almost ready to launch and put everything into ACTION to create Win-Win-Wins!



What does WINNING look like? WHY is this important?



Let's talk about the GACTS of Life and get MOVING!

"G"
is for

GOALS



S. M. A. R. T. Goals help improve achievement and success.
A S. M. A. R. T Goal clarifies exactly what is expected and the
measures used to determine if the goal is achieved and
successfully completed.

S. M. A. R. T. Goals are:

Specific (and Strategic): Linked to vision/mission and specific goals and strategic plans.
Answers the question—Who? and What?

Measurable: The success toward meeting the goal can be measured. Answers the question— How?

Attainable: Goals are realistic and can be achieved in a specific amount of time and are reasonable.

Relevant (results oriented): The goals are aligned with current tasks and projects and focus in one defined area; include the expected result

Time framed: Goals have a clearly defined time-frame including a target deadline date.

Example of NOT a S.M.A.R.T. goal: Have some Boomer Zoomer MeetUps.

Example of a S.M.A.R.T. goal:

The PWPP will host Boomer Zoomer MeetUps on Zoom, Fridays 1:00 p.m. to 2:30 pm ,1 ½ hours, once a week for three months (90 days), beginning on Feb. 19th. Block calendar and reassess after 12 sessions. Cover the material in the PlayBook Chapters, and PlayShop Members will gain clarity, focus, and direction on their WHY, Vision, Mission, Who, Differentiate, Message/Mantra, set goals, explore tactics, potential collaborators and partners and be ready to communicate their purpose online and in social media. Start on February 19th; end May 21.

S.M.A.R.T.E.R. Goals

“If you want to be happy, set a goal that commands your thoughts, liberates your energy and inspires your hopes.”
—Andrew Carnegie

“All who have accomplished great things have had a great aim, have fixed their gaze on a goal which was high, one which sometimes seemed impossible.”
—Orison Swett Marden

“The trouble with not having a goal is that you can spend your life running up and down the field and never score.”
—Bill Copeland

S M A R T E R Goals add that extra layer of connection to your WHY (Core Values) and to the Vision/Mission of your Creative Endeavor. Remember, people don't buy (or buy into) WHAT you are selling or communicating, or even HOW you are doing what you do – they buy into WHY you are doing it.

By applying S M A R T E R Goals to your strategies and communication tactics, you more easily attract your ideal clients, customers, supporters who will gladly pay for the value you offer, and it's much easier for YOU to stay on course. SMARTER Goals keep your message in alignment with your Creative Endeavor's Core-Values, Vision, and Mission.

S.M.A.R.T.E.R Goals are:

Significant and Simple – Satisfies Vision

Motivational and Meaningful.

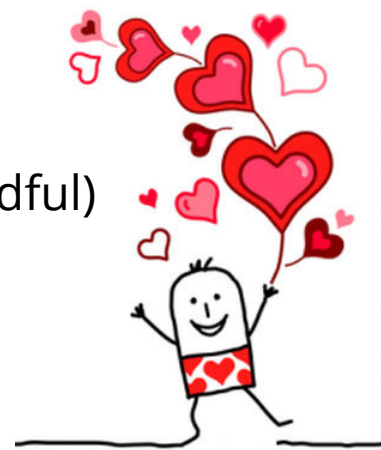
Aligned and Action focused

Relevant and Resonant

Timely – (of the 'Moment'/Mindful)

Ethical, Enjoyable, Engaging

Reaching & Rewarding



When setting goals, you must consider this, too:

- Are there any non-goals? What DON'T you want to do?
- Are there any obstacles?
- Are there any risks?
- Are there any relevant learnings from past projects/experiences that can be applied to your present project/Creative Endeavor?

MY S.M.A.R.T Goals

- 1 _____
- 2 _____
- 3 _____

Set three **S.M.A.R.T.** goals. Are they **S.M.A.R.T.E.R.**, too?

1

2

3

"A" is for AUDIENCE

Once you've set your goals, the next thing to ask is, whom are these goals targeting (Who's your WHO? The more specific you can get about your audience, the better your communication will be (and the better the results).



When defining your audience, ask yourself:

- Is this goal targeting my WHO?
- Is this goal targeting ME?
- Is this goal targeting my TEAM?
- Is there any relevant data about this audience from previous projects or market research?

