

WHY SMUUT v SMART GOALS?

A SMUUT goal is big! It is specific, measurable, unachievable (when you set it), unrealistic and time-bound. By definition, it is out of reach and you do not know HOW to do it when you set it (or else it would be a SMART goal).

So why set SMUUT goals?

- They are based on opportunity not history.
- They are centred around a strong 'why?'
- They are designed to stretch your imagination, creativity and thinking.
- You really have to commit.
- They ensure you remove downhill habits and as much low-value activity as you can.
- You can't do it all alone - they encourage you to be curious, adopt a growth mindset and work out who's help you need, about what and by when.
- They are designed to have a transformational impact on your life.

What helps you achieve them?

- Clarity of why going after this goal matters.
- Your why inspires you in the good times and builds resilience and persistence in the tough times.
- Creating a strong vision of the difference this goal will make to you, your family, team and/or business.
- The vision is an 'emotional eagle' - the wind beneath your wings to help you soar.
- Visual representations that you see consistently - examples include a vision board, a screensaver, a physical picture or pictures you place in your house, car, journal or on your desk.
- Visualisation: a clear picture in your mind of you achieving your SMUUT goal and ideally the impact it makes on you/those around you.
- A process to break the SMUUT goal down to avoid you becoming overwhelmed, such as the GiFT631 1+3+6 process.
- Removing as much low value activity and downhill habits as you can - this creates the right energy, mindset and capacity to go SMUUT!
- Getting into ACTION! The only way to start is to start.
- Being consistent with goal focused action.

By contrast a SMART goal breeds mediocrity as it is based on what has happened and adding a little more. It is based on history not opportunity. It limits our potential and encourages us to play small.