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Thinking S M A R T E R

Introduction

Have you ever noticed how some things seem to get repeated over and over, said again and again by different motivational speakers, without being improved on? I've lost count of the number of times I've heard or read the SMART principles in goal setting (your goals need to be Specific, Measurable, Achievable, Realistic and Timed) – yet to those who understand the NLP concept of a well-formed outcome, the SMART principles aren't that smart at all, and are missing a lot of key information.

Hence I've developed the SMARTEST principle, which I hope after numerous repetitions (by people who simply copy others and don't actually think for themselves) will eventually be replaced by the EVEN SMARTER principles!

Being SMARTEST

For your goals to be effective they will need to adhere to the following eight goal-achieving principles. If your goals adhere to these simple principles, you will definitely achieve them. If they don't, the chances are that you won't get there. I've found these eight principles particularly important when working with athletes.

- S = Specific and measurable
- M = 'Me' focused – controllable by myself
- A = Achievable
- R = Reasons
- T = Timed
- E = Ecological – consider 'whole' self
- S = Strategy or action plan
- T = Thought about regularly