

WORKSHEET 2: Creative Goals via the S.M.A.R.T. Goals® Method



S.M.A.R.T. Goals® is a registered trademark of Leadership Management® International, Inc.

To get even more specific when determining creative goals, I find the S.M.A.R.T. Goals® Method to be effective. Let's look at that now.

The S.M.A.R.T. Goals® Method

Another tool to help determine long term and incremental goals is the S.M.A.R.T. acronym. I was first made aware of the concept through Peter Drucker's "Management by Objectives." It has been re-purposed and helpful in a variety of fields. I believe it is especially useful to emerging artists. Here is what S.M.A.R.T. stands for:

Specific
Measureable
Achievable
Relevant
Time bound

Let's look at how to craft a S.M.A.R.T. goal by applying each element of S.M.A.R.T. to the following statement:

"I want to build my career with fellow creatives in the writing and producing arenas."

Specific

Your goal should be clear and specific. Otherwise you will not be able to focus your efforts or feel motivated to achieve it. Try to answer the five "Ws":

Who: Who is involved?

What: What do I want to accomplish?

When: When do I begin to work on it?

Where: Where is it located? Does it have a specific geographic constraint?

Why: Why is this goal important?

Example: As soon as I graduate, I want to build my career with fellow creatives in the writing and producing arenas. Specifically, I want to work with writers and producers in comedy and those who have worked on shows that deal with LGBTQ issues because

those issues are important to me. I want to work with Joey Soloway, wherever there is active production taking place.

Measurable

Measurable goals keep you focused and allow you to track your forward movement. It's a great way to see progress and confirm you are moving in the direction you've chosen.

Example: I want to have at least six new people in my network.

Achievable:

Your goal needs to be realistic and attainable to be successful. It can stretch your abilities but it still needs to remain possible and achievable. Coming through previously overlooked resources or opportunities can bring you closer to this goal.

Questions you might ask: How can I accomplish this goal? How realistic is the goal based on other constraints, i.e. financial factors?

Example: Can I really get six people? Maybe these six are too lofty? Maybe access to that person is not attainable but if I recalibrate and find out who assisted, who worked as a P.A., who has since taken over on the writing team, who is newly hired on the team, I could probably connect with them. These can be contacts that are currently growing in the business with me.

Your recalibrated achievable goal might change to be: I want to build my career with fellow creatives in the writing and producing arenas. Specifically, writers and producers in comedy and those who have worked on shows with LGBTQ issues. I want to work with Joey Soloway. And it is not realistic at this time to work directly with Joey so the achievable goal is six people in the network, including one who can connect me to Joey.

Relevant:

This step is about ensuring your goal matters to you and is in alliance with your other goals.

Example: Specifically, how are these six new contacts relevant to the career you are aiming to create? Maybe three of those writing and producing contacts are more relevant to your current plans and more accessible to learn from. Who will show up for you? Who can be a consistent source of connection and collaboration?

Again, keep refining your goal: I want to build my career with fellow creatives in the writing and producing arenas. Specifically, writers and producers in comedy and those who have worked on shows that deal with LGBTQ issues. I want to add six people to my network, including one who can connect me to Joey Soloway, and I want the remaining contacts to represent writing, acting and producing.

Time bound:

Every goal needs a deadline to focus on and something to work toward. This part of the S.M.A.R.T. criteria prevents your everyday tasks from compromising your long-term goals.

Example: When can this be done? Is it realistic to start when there are other imposing deadlines? Can I afford to give research time to this? If yes, when and how much time?

Now you can articulate your final goal: I want to build my career with fellow creatives in the writing and producing arenas. Specifically, writers and producers in comedy and those who have worked on shows that deal with LGBTQ issues. I want to add six people to my network, including one who can connect me to Joey Soloway, and I want the remaining contacts to represent writing, acting, and producing. I will have this accomplished in one year, or by _____.