

TRANSFORMING COMBAT ZONES INTO COMFORT ZONES

Newsletter - June 2009

One of the highlights of the past couple of weeks was my interview with *Woman's Day* magazine! I shared some unique organizing tips with the writer and look forward to having **The Organizing Zone** included in an article that will be featured in the magazine this fall.

While I was extremely pleased to be interviewed for this article, I had hoped that the issue would be published much sooner. The time that will elapse between my interview and the publication date reminds me of my days in the media industry where it could take 6+ months to produce and release a DVD. In both cases, specific goals were set so that the ultimate objective could be met - the scheduled publication of the latest issue of the magazine and the timely release of the next group of DVDs.

All of us - whether in our business lives or personal ones - are frequently setting goals. It is important that our goals are well thought out and contain a very specific objective. By doing so, our approach to the tasks that need to be addressed will be much more organized thus enabling us to utilize our time more efficiently and achieve our objectives.



Goal Setting Tips

Here are some questions to consider when setting your goals:

1. Are they **SPECIFIC**? Your goals should be clearly defined and detailed enough so that there isn't any question as to what needs to be accomplished.
2. Are they **MEASURABLE**? You should be able to easily evaluate the results.
3. Are they **ATTAINABLE**? Your objectives should be realistic based on the information that is currently available.
4. Are they **RELEVANT**? Your goals should make sense in terms of your short and long term plans, budget and immediate needs.
5. Do you have enough **TIME**? You should allow a realistic amount of time to attain your goals.

By taking the above concepts into consideration, you will set **SMART** goals. This will allow you to be focused and more productively tackle the tasks that need to be done. **Have you set SMART goals?** Be sure. If you would like another opinion, contact me.