

Hello Broads,

Thanks to those of you who joined us for the BV Leadership Development and Group coaching meeting yesterday. It was a powerful session regarding “The Leader You Want to Be”. Each participant was asked to note her current strengths before creating a list of leaders they admired and why they admired them. From the list, they were asked to decide on one leadership characteristic they admired that they wanted to develop or deepen as a leader.

This made me think about outcomes and creating SMART Goals for leadership development to Achieve them. An outcome is what want to achieve and SMART Goals are the means to achieve the outcome.

SMART Goals matter because research repeatedly shows that the more clearly, we can break down our goals in this way makes it many times more likely that we will achieve them. SMART Goals are:

- Specific
- Measurable
- Achievable
- Relevant
- Time – bound.

For example, yesterday I said that I was going to start calling out misogyny whenever I saw it. This is well intentioned, but not an outcome or SMART enough that I am likely to accomplish it. I am revising my outcome and developing a SMART Goal below to illustrate how you may use this information to set outcomes and goals for yourself as a leader.

My outcome: to raise awareness of the extensive misogyny that women are exposed to everyday of our lives and empower women to disempower those who perpetrate it.

My Smart Goal: I will call out misogyny whenever I see it in the news on TV and repost on Twitter with a comment one time per week on Thursdays for one month before I re-evaluate it.

This is a goal that is more specific. I am calling out misogyny that I hear about in the news on TV.

It is measurable: I can set up an excel sheet and record whether I did it or not.

Achievable: I watch all kinds of news so it seems likely that I will notice misogyny because it makes me angry.

Relevant: Since I am committed to the growth and development of women leading themselves, their families, their organizations, and their world, I want to call out anything that might get in their way.

Time-Bound: I’m going to send out on Twitter with comments on Thursdays for a month. Then I will evaluate if this is worthwhile continuing.

I am also sending you a sheet that will help you to develop your own SMART Goals personally and professionally. I suggest sharing them with a friend and holding each other accountable.

Happy Summer!

Barrie

