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**Coaching for Creative Professionals and the Professionally Creative**

**Criteria for Goals that Get Results**

- Goals are dreams with deadlines – set a specific end date.
- Create goals that are visionary and inspiring – use inspiring language that captures the experience you will have when the goal is complete.
- When dealing with long term goals (1 year, 2 years, etc.) set milestone goals that will keep you on track to your long term goal, ideally in 3-4 month intervals.
- A goal is the end game, the having or being that results from what you will be doing in pursuit of the goal. For example, if you want to start working out every week, the goal is the result of that action – Jumping for joy at the top of Mt. Tam.
- State the goal in a single phrase (**preferably 5 words or fewer**), with a single focus – leave out the verb (it's about having, not doing).
- The goals need to be measurable in some way that is part of the goal statement.
- Set goals that stretch you out of your comfort zone, but that you believe you can achieve within the time frame.
- Goals are not about “how” you will achieve but about “what” you will have when you've achieved. So don't worry about “how” while you're setting the goal. Get clear on “what” and the how will work itself out.
- If you make a goal about a problem – you will be continuing to invest energy in the problem. This is why weight loss goals rarely work. Make the goal about what your life is like now that the problem is gone. Instead of - “Lose 20 lbs” “A slim and fit size 6.

Notes: