



# GOAL COACH

This tool is designed to help you take the first foundational step in building a system of deliberate practice. When you have thought through - and written down and shared - the details of each of these **S.M.A.R.T.T.S.S.** criteria, what you have created is a powerful process that will significantly increase your likelihood of achieving your goal.

**ABSTRACT GOAL**    **S.pecific** > **M.easure(s)** > **A.action(s)** > **R.ealistic?** > **T.imebound** > **T.ool(s)** > **S.upport** > **S.top**    **CONCRETE GOAL**

EXAMPLE:

**S.pecific goal** - What is your goal?

30 new sales opportunities

**M.easure(s)** - How will know when you've accomplished your goal?

New stakeholder in existing/new client

First meeting executed

Interest indicated by scheduled second meeting

**A.action(s)** - What are three specific actions you can take towards tackling this goal?

Emails to 600 targets

Follow up calls to book first meeting

Share this goal with my coaches

**R.ealistic?** - How much of a stretch is this goal?

50% more than last quarter. Doable but will be a challenge.



**T.imebound** - By what day will you have reached this goal?

90 days from now is absolute deadline. Ideal is 75 days from now.

**T.ool(s)** - What tools do you need to help you accomplish this goal?

CRM

Email templates

Prospecting script

Calendar

**S.upport** - Who will be your coaches?

Goal Coach: Craig

Email Coach: Susan

Phone Coach: Shane

**S.top** - What will you stop doing to make room for these new actions?

Spending time making edits to slide decks



# GOAL COACH

## YOUR GOAL:

### **S**.pecific goal

(What is your goal?)

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### **M**.easure(s)

(How will know when you've accomplished your goal?)

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### **A**.ction(s)

(What are three specific actions you can take towards tackling this goal?)

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### **R**.ealistic?

(How much of a stretch is this goal?)

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### **T**.imebound

(By what day will you have reached this goal?)

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### **T**.ool(s)

(What tools do you need to help you accomplish this goal?)

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### **S**.upport (Who will be your coaches?)

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(coach)

(coach)

(coach)

### **S**.top

(What will you stop doing to make room for these new actions?)

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