



The Customer Communicator Web Extra



Be smart about setting personal and professional goals

Whether you are setting year-long self-development goals for yourself or simply a few performance-improvement targets for the coming month, the most basic rule in goal setting is to be realistic. That will get you off on the right foot. Following are additional tips to keep in mind:

- **Set SMART goals.** Smart goals are: Specific, Measurable, Action-oriented, Realistic, and Time-bound.
- **Include long- and short-range goals.** Think about where you want to be a few years from now, as well as what you would like to accomplish during the next few weeks or months.
- **Focus on two or three goals at a time.** It may be unreasonable to expect to move forward on everything all at once, so choose a balance of easily attainable and stretch goals.
- **Put it in writing.** You're more likely to achieve your goals if you write them down and review them regularly. It's also helpful to make two lists. One list of personal goals and the other of work-related or career goals.
- **List what you need to do to accomplish your goal or goals.** Break this down into monthly, weekly, and daily to-do lists.
- **Keep a journal.** Use it to review your accomplishments and progress toward your goals, no matter how small.
- **Reward yourself for making progress.** Treat yourself to a good dinner or a movie as a reward whenever you make significant progress toward your goals.



Tools, tips and tactics for the frontline customer service professional

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