

SMART & REAL Goals

How to Set and Achieve Meaningful Goals

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Why Goals Matter

Clear goals focus
energy and
accelerate
progress.

Organized effort
beats raw talent.

What are SMART Goals?

- **Specific**
- **Measurable**
- **Achievable**
- **Relevant**
- **Time-bound**

A simple checklist for clarity and follow-through.



Specific

State exactly
what you'll do.

Example: "Lose
10 pounds" vs.
"Lose weight."

Measurable

Track progress
with numbers:
dollars, days,
frequency.

Know when
you're getting
closer or have
arrived.

Achievable

Within your control and broken into actions.

Example: “Run a marathon next year” vs. “Win the lottery.”

Relevant

Aligned with
your values and
motivating.

If it doesn't
inspire you, set
a new goal.

Time-Bound

Set a clear deadline; 'someday' rarely happens.

Example: "Finish certification by June 30."



Beyond SMART: REAL Goals

REAL: Realistic •
Easy to Measure •
Achievable •
Logical

A complementary
lens to keep goals
grounded.

Realistic

Specific and
attainable.

Example: “Make a
trip to Atlanta” vs.
“See the world.”

Easy to Measure



Define success clearly.



Example: “Get a B or better in Math.” “Pass the GED.”



Achievable (Ownership)

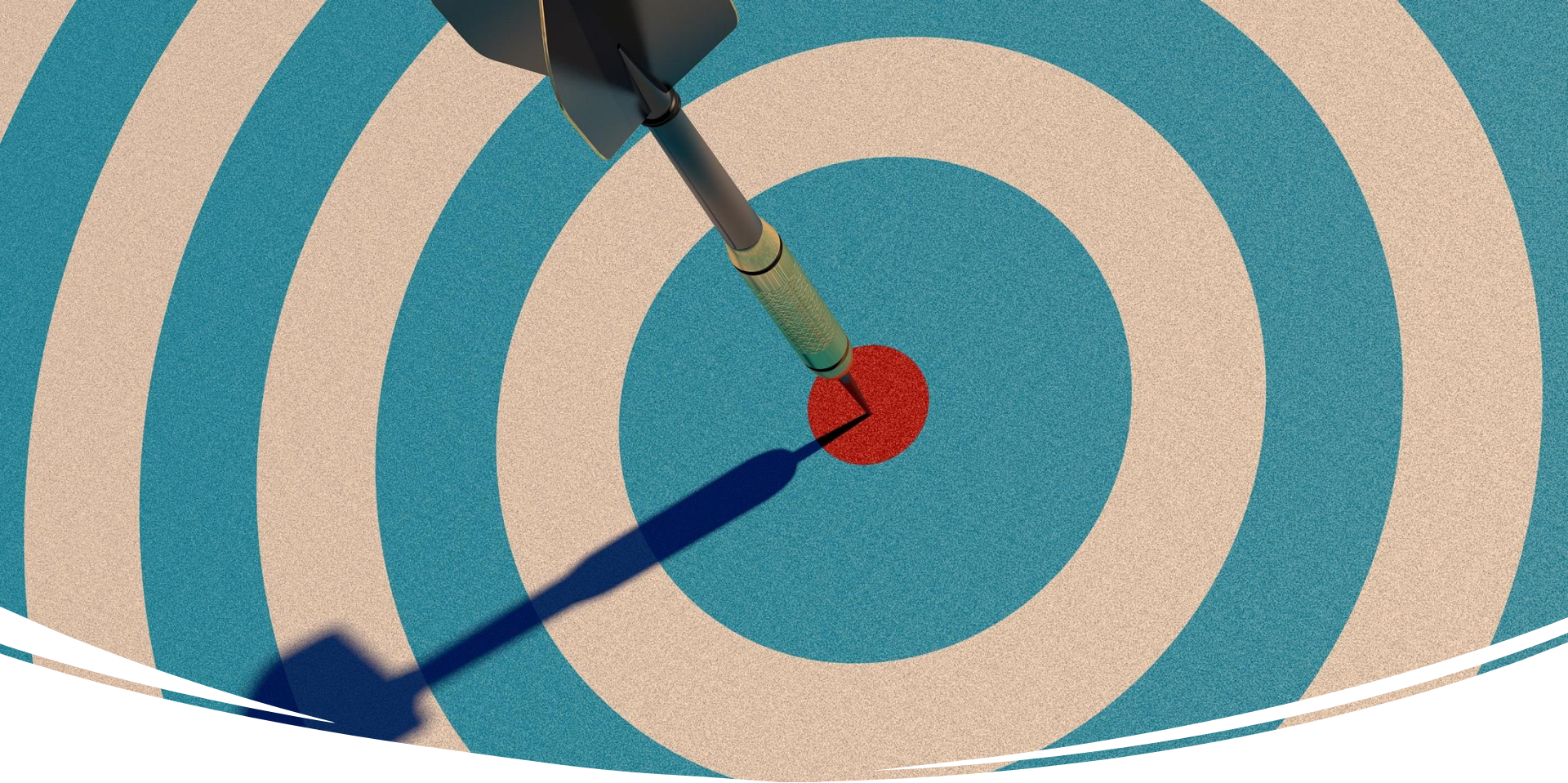
Believe in it
and own it.

Goals set by
others
seldom stick.

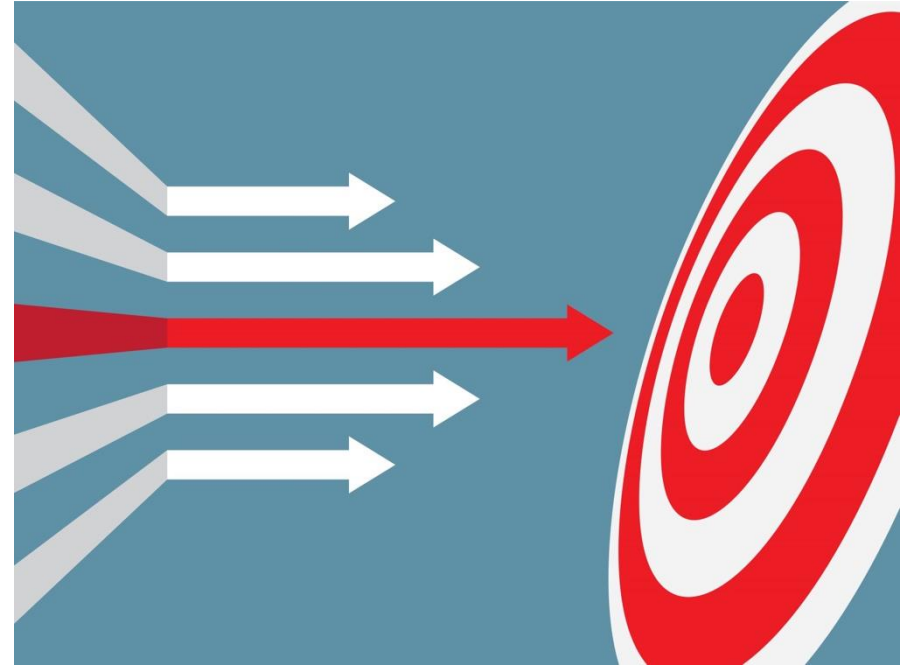
Logical

Aligned with
your priorities
and values.

If it doesn't
make sense, you
won't sustain it.



- **Take the First Step Today**
- **Write your SMART/REAL goal and list the first 2 actions.**



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