

Goal Setting - John Whitmore Model

Description: This Model can be used to help define and refine goals. If you are setting goals, you should distinguish between final goals and performance goals.

Keywords: Business Change, Process, Business Analysis, BA, Process, Goal Setting, Management, Smart, Pure, Clear

S	SPECIFIC	THE RIGHT GOAL		C	CHALLENGING
M	MEASURABLE	P	POSITIVELY STATED	L	LEGAL
A	ATTAINABLE	U	UNDERSTOOD	E	ENVIRONMENTALLY SOUND
R	REALISTIC	R	RELEVANT	A	AGREED
T	TIME PHASED	E	ETHICAL	R	RECORDED

The John Whitmore Model