

ProfitMancer

MONEY MASTERY

SMART Goals: Not Just
Smart, Einstein-Level
Brilliant

TRANSCRIPT

Introduction

Welcome back, financial trailblazers! Today, we're diving deep into the genius world of SMART Goals in our module, "SMART Goals: Not Just Smart, Einstein-Level Brilliant." You've dreamt big and carved out your financial destiny; now, let's get laser-focused. As the wise Albert Einstein once said, "Genius is 1% talent and 99% hard work..." and, might I add, a superbly crafted goal.

Why SMART Goals?

SMART goals aren't just smart; they're your roadmap to success. Specific, Measurable, Achievable, Relevant, and Time-Bound—each element of a SMART goal is a critical piece of the puzzle, ensuring your goals aren't just wishes but actionable, attainable targets.

The Importance of a Timeline

Here's where it gets Einstein-level brilliant: attaching a timeline. But not just any timeline—we're talking good, better, best timelines. Why? Because our brains work best with deadlines that are just around the corner, not on a distant horizon. Studies, like those from the field of behavioral psychology, consistently show that shorter deadlines keep us more engaged and less likely to procrastinate. Consider Parkinson's Law, which states, "Work expands to fill the time available for its completion." If you give yourself too much time, you'll likely use it all, even if you could have completed the task sooner.

Why 90 Days?

Ninety days strikes the perfect balance—it's long enough to achieve something significant but not so far off that you lose urgency. This timeframe helps in quick iteration and adjustment if something isn't working. A study published in the *Journal of Organizational Behavior* highlights the effectiveness of quarterly goal setting in improving task performance and motivation. Breaking down a larger goal into 90-day

subgoals with milestones ensures that you're always moving forward, consistently reevaluating and adjusting as you go.

Developing Your SMART Goals:

Let's apply this framework to the goals you've outlined in "Welcome to the Big Leagues: Setting Goals Like a Boss" and "Carving Out Your Financial Destiny: Goal-Setting Galore" in the accompanying worksheet. It's time to refine those dreams with precision and a dash of genius.