*APPENDIX – **S.M.A.R.T.E.R** GOAL DEFINITION FRAMEWORK*

The **S.M.A.R.T.E.R** goal definition framework allows you to define a goal in such a way that makes it very specific, measurable, action oriented, time keyed, exciting and relevant. This gives you clarity and makes the goal attainable if you define it following the following tips:

S = Specific → Your goal must be specific, not general. E.g.: "*learn photography"* vs "*complete Alan fundamentals of photography course".*

M = Measurable → Quantify results you want, add a number. E.g.: "*Earn more"* vs "*earn €50K more this year than last"*.

A = Action oriented → Don't start the goal with a "to be" verb: E.g.: "*be more consistent with blogging"* vs *"write two posts per week"*.

R = Risky → Make sure your goal is squarely in the discomfort zone: E.g.: *"increase bookings/sales by 3%"* vs *"increase bookings/sales by 15%"*.

T = Time keyed → Make sure your goal has a deadline; if it doesn't, it's only an aspiration, a desire. E.g.: *"grow my portfolio"* vs "grow my portfolio by June 30th 2022"

E = Exciting → Make sure your goal is personally compelling to you, something that gets you pumped. E.g.: *"take a 1 week vacation this summer"* vs *"take a 30 day Sabbatical this year"*.

R = Relevant → Make sure you goal is appropriate to your season in life

Example: "Sell €1 Mil extra worth of Bookings from 25 Properties (x,y,z) from our portfolio through redefining our pricing strategy with the use of (x) Revenue Management tool to increase revenue by 15% by Sept 30th 2022"

√	#	GOAL STATEMENT / Write your annual goals here.	Q*