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What are smart goals in fitness

What comes to mind when you hear the word "goal"? Maybe you think of the destination — the benefit of learning about the best ways to reach your prospects and creating awesome content to align with them. Maybe you think of the journey — how every blog post, email, or social media post gradually builds momentum until your marketing campaign becomes an engine. Maybe you just think of the now — the checklist for today and what you want to accomplish over your morning coffee. Whatever it is, if you're a marketer, you're likely well aware of the goals you've set. Now, reflect on the time and effort you've spent on accomplishing these efforts. Like a world traveler, you're well on your way to new and exciting places and don't want to end up in the wrong spot. Understanding the relationship between your short-term and long-term goals can help set you on the right path. So first, let's start with one of the most popular goal setting frameworks: SMART goals. You may have learned about SMART goals from a colleague, friend, or family member. Maybe you've even heard about them in Learning Center lessons. Overall, they're a widely accepted and straightforward way to go about setting goals. To review, SMART goal stands for: Specific: Your goal should be unambiguous. It should communicate what is expected, why it's important, who's involved, where it's going to occur, and which constraints are in place. Measurable: Your goal should have concrete criteria for measuring progress. Attainable: Your goal should be realistic and possible for your team to reach. Relevant: Your goal should matter to your business and address a core initiative. Timely: You should have an expected date that you'll reach the goal. In HubSpot, SMART lead generation goals can be tracked using the Marketing Performance report widget seen in your marketing dashboard. Take a second to review the framework. Notice anything that's missing? While the SMART goal framework allows you to focus your efforts and resources, it only helps you think in terms of a single goal. Yet, you'll likely be responsible for executing more than just one initiative. If your goals don't talk, how are you going to effectively move between what you need to do today and how that will lead to success in a week, a quarter, or a year down the road? With this in mind, let's talk about different types of goals and how they relate to each other. What Is a Business Goal? A business goal describes what a company is trying to accomplish over a set period of time (usually a year or more). Examples of this type of goal could include, but aren't limited to, number of customers, market penetration, or revenue. What Are Objectives and Key Results? Objectives and Key Results, also known as OKRs, are used to align the actions of your company's individual contributors and unify them toward a common objective—your business goal. The relative flow can work as follows: Each department or business unit in your company identifies three to five objectives (usually quarterly goals), which will help the company achieve its business goal. These objectives, much like goals set using the SMART framework, should be timely, relevant, and attainable. Each objective should have three to four quantifiable and measurable success metrics that will showcase how well the department executed on those goals. What About Projects? You can (and probably should) set OKRs on a team or individual contributor level. It's a hierarchal method of setting and measuring goals that enables you to align all employees at your company. Think about how that applies to the projects or plays your team is working on day-to-day or week-to-week. Setting goals that align your everyday tactics and feed your overall business strategy means that every effort works toward creating impact. Rather than working on activities that could be siloed, you ensure the work of all your teams is productive to the vision of your company. So, think of your goals in terms of a pyramid. Your business goals can act as the foundation for all other goals set. Using these business goals as a compass, departments or teams can then set their OKRs to align behind this set of objectives. These OKRs can then inform the types of projects teams or individual contributors work toward in the short and medium term. More than just making your initiatives SMART, adapting this type of goal-setting mindset and fitting it to your exact needs helps you move between accomplishing your daily short-term goals and long-term growth goals. Think about how you can align the task of each individual contributor toward unified objectives. Then make sure those objectives feed company-wide growth. Overtime, this can help ensure maximized productivity and collaboration between teams. Originally published Jul 19, 2018 10:00:00 AM, updated August 13 2018 In our weekly Q&A installment, we asked The Greatist Team about their top fitness goals. Here's what they had to say:Throughout middle school and high school, I competed in cross country. Unfortunately, a knee issue kept me from running in college. Over the years I've worked through the injury and worked my way back to race mode. Starting in September, my goal is to run a race every month. I want to get back to the sport I fell in love with and make up for lost time." — Leah Rocketto"Fall is in the air and in the Rockies that means one thing— Snowboard season is coming. It is time to focus my training to build leg and core strength while continuing to improve my cardio system for intense intervals. I can't wait for the slopes to open." — Troy Pesola"My goal is to be able to complete an unassisted pull-up. For someone who's always had way more lower body strength than upper, it's been cool to see that none of that is set in stone (as long as you're willing to put in work). Over the last year I've whittled the assist down to 30 lbs, and hope to be doing them on my own by the fall!" — Jordan Shakeshaft"My fitness goal is to go to yoga classes 2 to 3 times a month. I even bought a Groupon for discounted classes so I wouldn't have an excuse!" — Katie Koerner"A freestanding handstand pushup. I can do them against a wall just fine, but right now I have nowhere near the coordination and control to do them without some support. Hopefully I'll get one in sometime before the year's out!" — David Tao"I really want to be able to run a mile in under 10 minutes. Back problems and a few other health issues have kept me from running for the last 6 years, and I'm finally (almost) healthy enough to start running again. I actually hate to run, but when I can actually get through a mile without collapsing again, I'll be really, really happy with myself!" — Kate Morin"Mine is that I'd really like to run two marathons a year, one in the fall and one in spring. Even though I sometimes dread training, I love having these long-term goals to look forward to and feel good about. And there's nothing like crossing the finish line to make it feel like it's been worth it." — Kissairis M. Munoz"I have a long term goal of competing in a half-IronMan triathlon in September of 2012. I've competed in Olympic distances in years past (.6 miles swimming, 18.4 miles biking, 6.2 miles running), but this is a step up in terms of training. The new distance is 1.2 miles swimming, 56 miles biking and 13.1 miles running. It'll require a disciplined training regimen and diet to be able finish." — Calvin Men Anybody who wants to go anywhere learns to set goals, since doing so gives you a clear direction for your behavior and planning. And the best of the best learn to make SMART goals--that is, goals that are Specific, Measurable, Attainable, Relevant and Timely. These guidelines were proposed in 1981 by George Doran, Arthur Miller and James Cunningham in Management Review.But this approach notably leans heavily on quantification. Learning to balance SMART goals with a more qualitative mindset might make the difference between going up just a level or two and being stratospherically different than your rivals.So here are my personal recommendations for how to take SMART goals above and beyond.Some goals--making it through the commute without spilling your coffee on yourself, for example--are just fine designed for the short-term. But perhaps the most significant SMART goals are the ones that have ripple effects well into the future. So when you're selecting an objective, ask yourself how the goal is going to influence you days, weeks, months or even years out. If it's not going to have that much of an impact later, the goal might not be worth your time and effort.Being able to set a specific date or look at a metric from a piece of software might let you objectively know if what you're doing is working or how far you have to go, but that's only so motivating. You also need encouragement from others. Have people at your side who can give their interpretations to you, point out your strengths, help you overcome hurdles related to the goal and give you empathy when you feel stressed or isolated. Those individuals also can help you make sure that the goal meets SMART criteria to begin with and that you continue to adhere to those criteria over time.Just because a SMART goal is good for you doesn't mean it's going to benefit others. This doesn't mean you never should move independently for your own wellbeing if you are in a toxic situation. But think about whether the goal is going to create stress or hardships for those around you and how you can mitigate those issues proactively. A good SMART goal ideally will leave you with stronger friendships in and out of the office, rather than straining your interactions.Few things in life go off without a hitch, meaning that even SMART goals can run into kinks. Failure to consider specific problems you could encounter leaves you ill-prepared to overcome those issues and to complete your objective.Create action plans for each anticipated hurdle, not only because it keeps you logistically moving, but also because as John Tierney and Roy Baumeister argue in Willpower: Rediscovering the Greatest Human Strength, simply having solutions at the ready can reduce your stress. This can make your experience much more enjoyable.Know the strengths you bring to the table as you develop your solutions, and work independently or with others to gain skills or information that could benefit you on your journey. This can improve the growth you gain beyond the single SMART objective you're after.SMART goals are intelligent in part because they bring a certain level of objectivity to what you do. But you don't have to implement them in isolation, and there's more to consider with them than check boxes. Approaching them under this broadened perspective will set you apart, no matter what the individual SMART goals you set might happen to be. Setting a fitness goal is important to keep you on track and keep your eyes forward to what you want to accomplish. The best acronym to help you figure out how to set your goals is the SMART principle. First, you want a specific goal that is clear that you can understand. Second, a measurable goal that you will know when you have accomplished it. Third this goal could be attainable for you.I will discuss the could part below. Fourth, it should be relevant to you. Thus, you are motivated to do it. Lastly this goal should be set with some sort of time frame in mind. Especially for older adults it is important to continue setting goals to improve or maintain your fitness level. I will use an example of planning to go on a trip to hike the Grand Canyon to drive home how this way of setting goals that will last can work for you. The More Specific Your Goal Is, The Clearer Your Know Where You Are Heading ToMaking a goal to go on a hike somewhere or for a walk is not specific enough. Pick a specific place. The goal of hiking the Grand Canyon is specific. This is a specific place that you can research on how to best prepare hiking at. How many days would you like it? How much mileage would you want to cover? You don't to start mapping out the specific routes, a general target can work. However, adding that you want to do two moderate difficulty trails and two easy ones can assist you and one of difficult level can help you make the goal even more specific.Make Sure Your Goal is Measurable, So You Can Recognise Your Progression and AchievementsThe goal has to be more than go check out the Grand Canyon for a couple days. When it is set to hike specific difficulty trails of a certain number you have a goal to meet. You will know after hiking those trails that you can check off that goal. Also knowing the number of trails you want to hike and the difficulty you can decide which trails you hike on a given day. Possibly you would do the one of most difficulty on its own day. Then the following day you can do two easy trails and maybe one of moderate difficulty. Be strategic! Even before you hit the trails you will be able to track your progress how you are training for that trip. Your cardiovascular endurance to be able to walk a longer distance will improve. Your practicing hiking trails with walking poles will increase your fitness level and also your confidence in navigating uneven terrain.Don't Beat Yourself Up! Goals Need To Be Attainable To Be Motivating Perhaps there are some mobility problems or you are recovering from a knee replacement right now. Hiking the Grand Canyon may not be attainable in a month. However, setting a goal to enjoy five of the trails of easy difficulty 9 months from now could be attainable. Make that goal high. There is an argument that the goal should be within your reach enough that you have to stretch to get it – but not so high that it is not within your reach. On the other hand if you set your goal out of reach, even if you didn't reach it you will raise the bar! If you need to improve your balance, then give yourself an attainable date to improve it by. Set yourself up for the success of enjoying that trip and not having to focus on your feet instead of the gorgeous scenery. Your Reason Is Your Ultimate MotivationFinding your "why" as to why you want to achieve a goal is important. A why for this amazing hike is to improve your fitness level. Perhaps you are not motivated to just workout at home every week. You see training for this hike as a good way to spark the fire. This goal will motivate you to be more in touch with your body and raise your fitness level!You Cannot Stay With One Goal ForeverYou want to set a deadline or a date for the goal. This time aspect in this instance would largely depend upon not only your schedule but also the weather. Make sure that you are honest with yourself about how long it will take to get in the physical shape to hike all of the trails that you want to hike. You may need to make investments to assist you. Working with a finally Aging Specialist such as myself can help you improve your balance, agility and mobility for that trip. Also, that professional has the perspective of useful tools such as proper shoes or hiking poles that can be make the hike less painful for your knees or hips. Lastly, he or she can help you with your plan, keep you on a consistent plan and be your personal cheering section!When SMART fitness goals don't workIf a fitness goal is set that is solely based on numbers it can set you up for failure. For instance, the goal is to lose 10 pounds in 2 months. During this time, the focus is entirely on that magic number. That focus on weight loses the big picture of the importance of moving better. I would challenge you that the byproduct of setting a goal of finishing a 5K or hiking the Grand Canyon will still facilitate fat loss when you are sticking to it. In addition, let's say your goal is the lift 200 pounds. You have succeeded in lifting that amount but your upper body is so tight that your posture is affected. Thus, be careful with making numbers as your goal. You don't want to have other aspects of your health suffer to meet that number. Think of the big picture. With that in mind when you set your fitness goals – make it a goal of a kind of test that will show how far you have physically come. Between day one and when you plan to reach your goal you have to line up the aspects of your health, wellness and fitness and make sure that your address each of them.Your goals are yours – don't take someone else's. If yours is to be able to get up from the floor to standing is your goal that is a great goal. Think about the work that it would take to make that happen. As always add consulting your doctor as you are thinking about your goal or after you have decided it. Reach out to Functional Aging Specialists that understand how to work with the older population to help them train f