

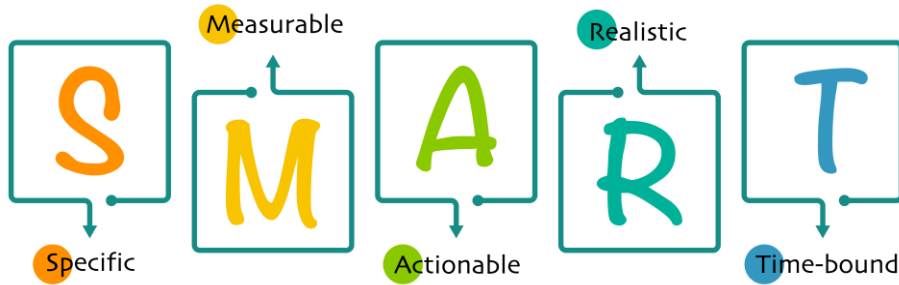


# SMART Goals

## Quick Reference Guide

### What are SMART Goals?

Setting goals involves creating a plan to motivate and guide individuals to the desired end result. The SMART methodology is a goal-setting tool used to make aspirations more achievable. The acronym stands for:



#### Specific

Goals that are specific are much easier to accomplish. General goals feel overwhelming and make it hard to get started. If your goal answers the 5 W's – Who? What? When? Where? Why? – then it's probably fairly specific. For example, the goal “get healthy” isn't specific enough. But if you break it down to “I want to lose 15 pounds in 3 months by going to the gym 3 days a week,” it's both specific and more attainable.



#### Measurable

A goal that is measurable allows you to track progress along the way. It answers the questions “how much?” or “how many?”. Break your broad goal into smaller chunks with mini deadlines to ensure you stay on track. For example, if you want to lose 15 pounds in 3 months, set a monthly goal to lose 5 pounds. The small victories build excitement and help you maintain motivation.



#### Actionable

Actionable goals are those that you yourself have the ability to complete with available resources. Ensure when planning your goal that it contains an action verb explaining how the goal will be accomplished. For the weight loss example, specifying you will go to the gym 3 days a week makes it actionable. It defines *how* the goal will be accomplished.



#### Realistic

If a goal isn't realistic, it's unlikely to be achieved. It should challenge you but still be something you can commit to based on the other things currently going on in your life. For example, a goal to lose 40 pounds in a month isn't realistic.



#### Time-bound

Goals that are time-bound give a sense of urgency for completion. You need to define both a start and end date. It's not always feasible to start on a goal immediately. For example, if you have a vacation coming up in 2 weeks, you probably don't want to start a diet today.

## Customizable Courses

Bite-sized Skills. Ready to Use. Uniquely Yours.

### Customizable Courses

3,000 bite-sized skills, ready for use or personalization. SCORM-compatible.

### Skill Assessments

Pinpoint existing knowledge, spot deficiencies and measure improvement.

### AI Course Builder

Create stunning courses with **AI-enhanced content**. Similar to Articulate Rise—but better!

### LMS

A friendly, versatile learning platform your users will love.



Business Writing



Diversity & Inclusion



Entrepreneur



Google



Higher Education



Job Hunting



Life Coaching



Mental Health



Microsoft



Personal Finance



Professional Development



US Citizenship

## Customizable Job Skill Training

Do You Need To	CustomGuide
Enhance job skills?	Improves employability and job readiness.
Improve digital literacy?	Simulates the experience of using real software!
Provide training in Spanish?	Offers Spanish versions of most courses.

## Master Skills, Not Just Courses

Motivate learners by showcasing their journey from novice to expert with **evident learning outcomes**.

Our customizable courses & skill assessments:

1. Evaluate over 3,000 job skills
2. Verify learning
3. Measure improvement

SKILLS	PRE-ASSESS	LESSON	POST-ASSESS	GROWTH
Sexual Harassment Verified Learning	25%		75%	50% Improvement
Quid Pro Quo Harassment	● Fail	● Complete	● Pass	
Hostile Workplace	● Pass	● Complete	● (Pass)	
Protected Characteristics	● Fail	● Complete	● Pass	
Unwelcome Conduct	● Fail	● Complete	● Fail	

Before Training      After Training

## Trusted by 3,000 Organizations



“Customizing the courses has saved countless hours of work.”



“Everyone is impressed with your features and ease of use. What a terrific product!”



4.8 out of 5