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A photograph of three horses in profile, facing right, set against a light blue background. The horses are semi-transparent, allowing the text to be overlaid. From left to right, there is a white horse, a grey horse, and a brown horse. A dark blue diagonal line runs from the top left towards the bottom right, partially obscuring the horses.

# DUMB Goals

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# INTRODUCTIONS

NAME

AGE HOUSING GENDER  
HOBBIES HEIGHT ETHNICITY  
EDUCATION FAITH



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# FRAME OF REFERENCE

*“We see the world, not as it is,  
but as we are – or, as we are  
conditioned to see it.”*

- Stephen R. Covey, The 7 Habits of Highly Effective People



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# SMART Goals

- Specific
- Measurable
- Attainable
- Realistic
- Time-bound
  
- Other variations?

# What are the pros to using SMART Goals?

- Work well with linear sequential styles
- They have been used for a long time
- Logical
- Common Sense
  
- Why do you use them?

# Where did they come from?

- SMART goals were developed by George Doran, Arthur Miller and James Cunningham in their 1981 article “There’s a S.M.A.R.T. way to write management goals and objectives”
- Criticism for SMART Goals is that it is not logical enough, lacks a framework and needs to allow for greater for detail

# But aren't SMART Goals dumb?

Providing support to clients in Career Development means understanding their approach. Are their goals really:

- Ridiculous
- Unmeasured
- Inconceivable
- Non-realistic
- Surreal

Will their goals end in RUINS



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# What was your journey?

- How specific was it?
- Was it measurable?
- At the time was it achievable or even conceived?
- And Realistic? Timed?





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# Why I don't like SMART

The ethical questions is:

- Who is judging the sensibility of your client's goal? Who are we to judge whether or not a goal is achievable or realistic?
- What is your ethic or what values do you hold in terms of client engagement?
- How does your frame of reference play out in these interactions?



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# DUMB Goals

- Dynamic
- Unlimited
- Motivating
- Bold



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# Planned Happenstance

- What does a path look like?
  - Opportunity
  - Open to change
- 
- What will your life/work/career look like when you achieve your goal? What will be different?



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# Try **DUMB** Goals

“Half of being smart is knowing what you are dumb about.”

Solomon Short



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A woman with dark hair tied back, wearing a light green button-down shirt with a lace-like pattern on the front, is looking down at her smartphone. She is in a library or office setting with bookshelves filled with books in the background. A large, dark blue diagonal graphic element is on the left side of the image.

**THANK YOU.**