



## Health & Wellness Coaching Certificate:

### SMART Goals & Action Plans

Emory Continuing Education

**SMART goals are:**

**Specific      Measurable      Action-oriented      Realistic      Time-bound**

**SMART Goals** define exactly what the client will do.

**Example:** “I want to eat more fruits and vegetables” is a goal, but let’s make it SMART.

**Make the goal a SMART Goal:**

“I will eat five servings of fruit and vegetables each day. I will eat a fruit at breakfast and for a snack in the afternoon. I will have a vegetable at lunch and two vegetables at dinner. I will do this every day for the next month. I feel very confident I can do this”

This is **Specific** and **Measurable**, five servings each day, 2 fruits and three vegetables. It is **Action oriented**, eating the fruits and vegetables with meals and snacks. It is **Time-based**, at breakfast, lunch and dinner and an afternoon snack and for everyday for a month. Is it **Realistic**? Yes, “I feel very confident I can do this!”

**Example:** “I want to run a 5K” is a goal, but let’s make it SMART.

“I will begin by walking. I will walk every day, Monday through Friday when I get home from work, and I will walk for 30 minutes each time. This feels very do-able!”

Let’s add more! “I want to find a training schedule”

“Walking will get me started. I will also look online for a beginner 5K training schedule. I will look online on Sunday morning when I have my morning coffee and spend about an hour. I’ve done this before, and I feel confident I can look for and find a schedule so I can begin to plan my runs.”

Defining the SMART goal is important. The action plan helps sort out the details.

**Making an Action Plan**

- Visualize what will happen when you put your SMART goal into action.
- What might get in the way?
- How can you plan for possible obstacles?
- Does the plan need to be rigid or flexible?
- Is there anything that can help make the goal easier to achieve?
- Do you need to adjust your goal?
- How will you remember your plan?
- Acknowledge your success

“At breakfast it will be easy - I like fruit in my yogurt or on my cereal and when I’m in a hurry I can grab a banana. Lunch is more difficult because I don’t always know where I will be. At dinner I can cook two vegetables or have a double serving of whatever vegetable I have”

What are some obstacles?

“I’m not good at keeping fresh fruit and vegetables in the house.”

What are some ways to work around that obstacle?

“What are some ways I can have fruits and vegetables in the house? If I plan my meals it will make it easier to know what to buy and ensure I have the fresh fruit and vegetables in the house. I can also have frozen fruit in the freezer and I can defrost it in the microwave to put on my cereal or yogurt. I can have some easy to cook frozen vegetables too as another easy option for dinner.”

What about lunch?

“I don’t always know where I will be for lunch but I will choose a vegetable when I have the opportunity. I will see how this goes over the next couple weeks. I can also try keeping a couple of vegetarian frozen tv dinners at work so I have them in a pinch.”

Let’s get more specific!

“I will plan my dinners on Saturday evening, while I am watching tv. That way I will have my list on Sunday morning when I go to the grocery store. “  
How will you remember?

“I will remember because I like to surf for recipes while I watch TV.”

How will you acknowledge your success?

“Eating more fruits and vegetables helps me keep away from heavy foods that weigh me down and make me tired. The extra energy and feeling of wellness is a reward in itself! I will also go to the local farmers market every couple weeks and when I get some vegetables, I will also treat myself to lunch from the food truck or some fresh cut flowers”

Now there is a goal and a plan!

“I want to eat more fruits and vegetables - at breakfast, lunch and dinner as well as a fruit for a snack. I will plan my menu and shopping list on Saturday night when I like to watch tv and look for recipes. I will get everything Sunday. I will make sure to take a couple frozen dinners to keep at work and I have frozen alternative for when I don't have fresh fruit or veg at home or when I don't feel like cooking. The lunch thing will be a test - I'll just have to see what happens and reassess in a couple weeks. Meanwhile I feel even more confident about my plan and I am looking forward to having more energy and going to the farmers market”

**Homework Assignment:**  
**Define your SMART goal and Action Plan**

Try following up on one of your coaching sessions as client. What is your SMART goal for the next week?

**Define your goal, make it:**

Specific: more juicing to reduce inflammation

Measurable: 10 GRE practice questions a day  
1 page of vocab words

1 cup of juice

**Action-oriented:**

during AM while I eat oatmeal

make while breakfast meal prep cooks

**Realistic:**

every other day  
(due to amt)

**Time-based:**

before gym / after daycare drop off

**Describe your Action Plan**

How confident are you that you can implement this SMART goal? Visualize what you plan to do. What might get in the way? How can you work around possible obstacles? What will make success more likely or easier? Do you need to adjust your goal? How will you remember to do what you plan and how can you acknowledge success?