

### Exercise 4. The play in SMART

**Step I.:** Write your aim:

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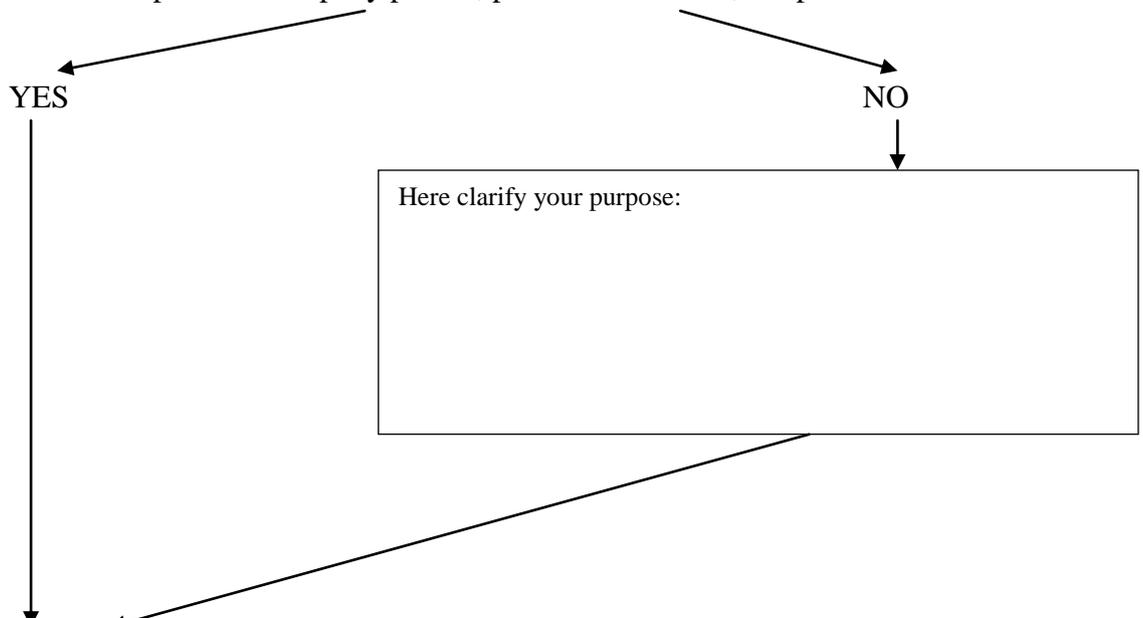
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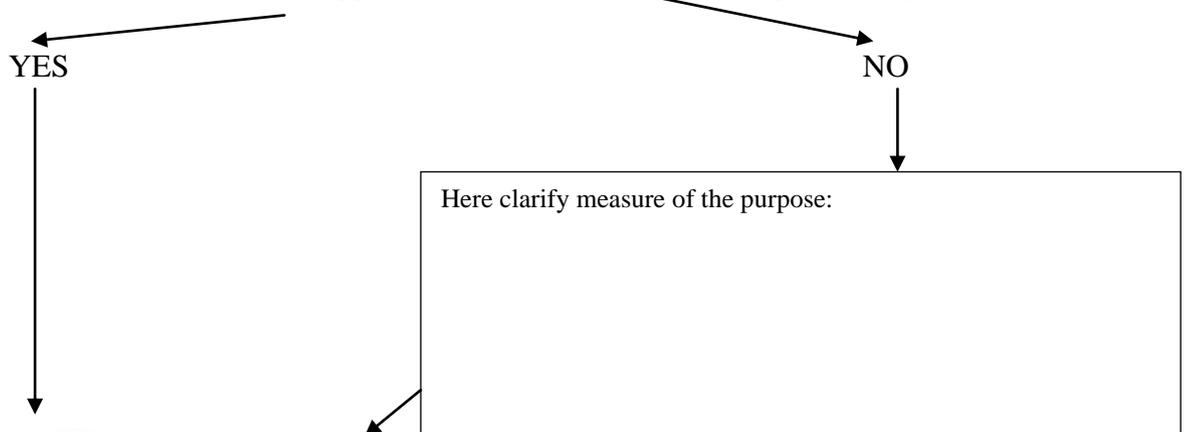
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**Step II.:** Make sure your aim is:

1. **SPECIFIC** – a detailed description of the specific type of business activity described in detail; specified company profile, products / services, recipients



2. **MEASURABLE** – determined monthly costs of managing a company; amount of the monthly income which is supposed to be achieved from managed activity



3. **ATTRACTIVE** – defining what will be profitable in relation to achieving the goal (e.g. value realization, satisfaction of needs, self-realization)

YES

NO

Here clarify the attractiveness of the aim:

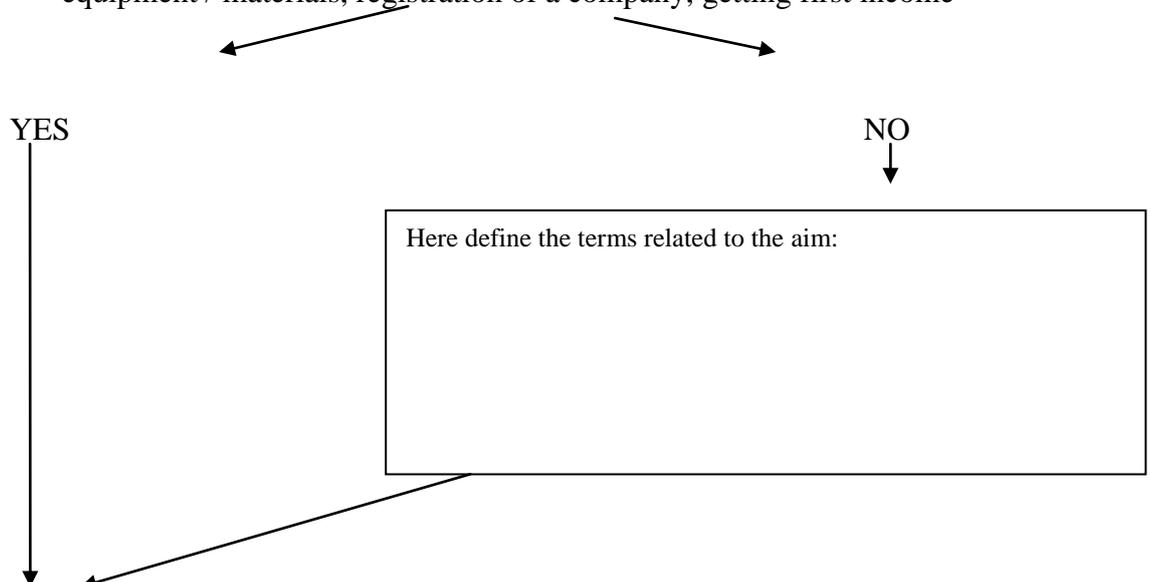
4. **REALISTIC** – specific demand and supply; identified external and internal resources needed to run your own business; specific competition

YES

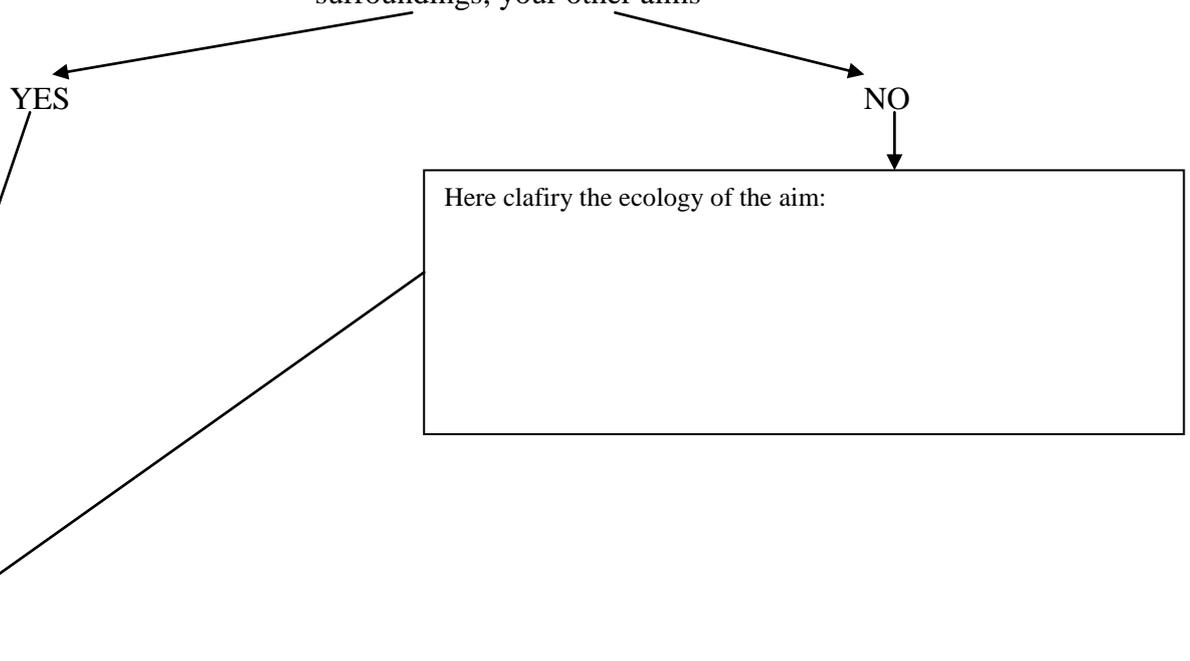
NO

Here clarify the reality of the aim:

5. **TIME BOUND** – specific deadline for applying for a grant, purchase of machinery / equipment / materials, registration of a company, getting first income



6. **ECOLOGICAL** – inspection in what way this purpose influences persons from your surroundings, your other aims



Congratulations! You developed your purpose. And now follow the last step in the SMART Principle and fill it with writing again, considering what you developed.

**Step III.:** My aim:

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