

A planner resolves to be SMART in 2010



By SANDY BIBACK, CMP, CMM

Well, as I write this, February 2010 has begun. Did you make any personal and/or business resolutions as the New Year and the new decade began? Are you still on track in keeping those resolutions?

I was at the gym this morning. It's always so busy in January, but always a bit of a ghost town in February. True to form only 5 of us were working out today, when in January there had to be about 25 at the same time!

But first, let's look at a definition of resolution and resolve:

Resolution:

the act or process of resolving: as **a**: the act of analyzing a complex notion into simpler ones **b**: the act of answering : solving **c**: the act of determining

Resolve:

4a: to deal with successfully : clear up <resolve doubts> <resolve a dispute> **b**: to find an answer to **c**: to make clear or understandable **d**: to find a mathematical solution of **e**: to split up (as a vector) into two or more components especially in assigned directions **5**: to reach a firm decision about

Now, let's look at what we always talk about when we begin to plan our events, meetings, conferences...

Objective:

2a: something toward which effort is directed: an aim, goal, or end of action **b**: a strategic position to be attained or a purpose to be achieved by a military operation

synonyms see intention

Source:

<http://www.merriam-webster.com/dictionary/resolution>

See any similarities? I sure do, whether it's personal or business.

Can we then take on as our main resolution for 2010 to always define an objective for each of our events? This will make it easier for us to measure, easier for us to determine appropriate strategies and in the end, easier for us to explain to our bosses what we do, why we do it and how successfully we did it!

But how do you write an objective? Let's start with a personal resolution/objective for me to attain in 2010.

To enroll and complete a course on French civilization at the Sorbonne in July 2010, not spending more than \$\$\$ (I'll leave this blank, but I do have a dollar maximum!).

Here's some background: I was to have done this trip to France last year, but due to some medical challenges I was unable to. Taking this course has been a life-long dream of mine. Part of my "bucket list", if you will.

So, how can I make sure I accomplish my resolution/objective?

Let's use the **SMART** method to do so: **S**(specific); **M**(measurable); **A**(achievable); **R**(relevant); **T**(timely) .

Here's how it breaks down:

Specific: A French Civilization course at La Sorbonne in July 2010 at a cost of \$\$\$.

Measurable: I'll get a certificate when I'm done and hopefully I won't go too much over budget.

Achievable: I've done my homework and, for me, yes it is.

Relevant: To my personal life and goals, yes.

Timely: July is a good time for me to be away and I'm not getting any younger!

So, can you resolve to create an objective for each of your events this coming year? Let me help you:

To create a measurable objective for each of your 10 events in the year 2010, they need to be:

Specific: Ten objective, measurable, events for 2010

Measurable: By December 2010, you will have 10 objectives written in this format.

Achievable: What do you think? Don't set yourself up for failure.

Relevant: All should be relevant to ensure that you have clear objectives that can be met.

Timely: Wouldn't this be a great way to look back on 2010?

Why clutter yourself up with several resolutions (I promise to return all sales calls; I promise to take lunch each day) when you know many will fall by the wayside by mid-March? Why not create one solid resolution that you can achieve and look back at with pride and document in your job? Maybe it isn't writing an objective for each event, but whatever it is, make it one solid resolution you know you can follow through on.

As for me, I'm off to La Sorbonne in July!

Finally, I wish all of our readers a successful year, both personally and professionally.

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