

University of Nebraska - Lincoln

## DigitalCommons@University of Nebraska - Lincoln

---

Kimmel Education and Research Center -  
Faculty & Staff Publications

Kimmel Education and Research Center

---

Winter 1-1-2014

### SMARTER Intentions and Authentic Goals (2014 Edition)

Connie I. Reimers-Hild

*University of Nebraska-Lincoln*, [creimers2@unl.edu](mailto:creimers2@unl.edu)

Follow this and additional works at: <https://digitalcommons.unl.edu/kimmelfacpub>



Part of the [Business Administration, Management, and Operations Commons](#), [E-Commerce Commons](#), [Entrepreneurial and Small Business Operations Commons](#), [Leadership Studies Commons](#), [Life Sciences Commons](#), and the [Mental and Social Health Commons](#)

---

Reimers-Hild, Connie I., "SMARTER Intentions and Authentic Goals (2014 Edition)" (2014). *Kimmel Education and Research Center - Faculty & Staff Publications*. 23.  
<https://digitalcommons.unl.edu/kimmelfacpub/23>

This Article is brought to you for free and open access by the Kimmel Education and Research Center at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in Kimmel Education and Research Center - Faculty & Staff Publications by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.



# SMARTER Intentions & Authentic Goals

Connie Reimers-Hild, PhD, CPC

## Honest Intent Inspires Authentic Goals

Please contact Dr. Connie with your ideas, questions and insights:

Connie Reimers-Hild, PhD, CPC

Certified Professional Coach

Unit Leader & Leadership Educator

Author of *Go Wild with Confidence!*

*Strengthen Your Inner Leader and Live*

*Your Best Life with Purpose, Passion,*

*and Fun!* available on Amazon:

<http://amzn.com/1467949329>

University of Nebraska-Lincoln

Kimmel Education & Research Center

5985 G Road

Nebraska City, NE 68410

Email: [connie.reimers-hild@unl.edu](mailto:connie.reimers-hild@unl.edu)

Phone: 402.873.3166

Twitter: @askdrconnie

Blogs: [AskDrConnie.com](http://AskDrConnie.com) &

[KimmelTV.org](http://KimmelTV.org)

Intentions influence our actions and behaviors. If intentions are established with awareness, truth, and meaning, they help us experience a life filled with passion and personal fulfillment. Lack of understanding around our true intentions often causes frustration and confusion, which is one reason people oftentimes do not achieve their goals. Many goals are written; however, they are not established with honest intent. It's time to get brutally honest about your true intentions so you can achieve authentic goals.

Intentions have the power to strengthen your Inner Leader and help you move forward in a meaningful way as long as they represent what you truly want to accomplish and experience. Honest intentions, based on personal fulfillment and purpose, can also keep you motivated and focused while measuring progress and celebrating success.

What we truly intend will happen, so I encourage my coaching clients to create SMARTER Intention Statements that support their personal vision. So, what exactly are SMARTER Intentions? They are statements designed to help you achieve your vision while holding your accountable and having some fun along the way because they are Super Cool, Measurable, Achievable, Relevant, Time Bound, Evolved, and Rewarded. Let's explore SMARTER Intentions in greater detail:

# SMARTER Intentions

What we intend will happen. Actions support honest intentions; therefore, all true intent is realized. Intentions become the outcome.



All True Intent  
is Realized

“One of the challenges with intent is that we are not always consciously aware of what our intent is....Intent is the driver behind what we are doing or thinking. It is the belief driving our thoughts, words and actions. We always have intent when we are doing something. It is knowing what the intent is that enables us to unlock the driver behind our actions and makes it clearer for us to see.”

-International Coach Academy, Learning Module on Intent (2009)

**Super Cool:** Write SMARTER intention statements that clearly outline what you truly need and want to do to make your vision a reality. Make sure you think they are super cool! Personalize your intentions so they tap into your sense of personal fulfillment and passion. What does this mean? You should get totally jazzed about your SMARTER intentions when you read and revisit them. Being true to your passion and purpose will help you stay motivated and focused!

**Measurable:** Take charge of your progress by building in accountability. Use metrics, numbers and other fun ways to monitor your progress (I like to use stars and smiley faces ☺). Monitoring progress helps you determine what works and what needs change. Great metrics also provide a feedback mechanism that super-charges motivation. Realize your progress so you can celebrate success!

**Achievable:** Create SMARTER Intention Statements that seem doable to you. Each statement is a step forward. Small consistent steps are the key to accomplishing big dreams!

**Relevant:** Intention statements should move you forward in a way that holds meaning to you. Make sure your Intentions are specific enough to keep you focused yet cool enough to inspire action. Great intention statements support your vision and build on one another. Relevance is focus combined with synergy.

**Time bound:** Each Intention should be completed in an established time frame. When will you accomplish your Intention? Set a date and establish a time line. Use time as an effective tool to build in accountability and to monitor progress.

**Evolved:** Your SMARTER Intentions must be designed to fulfill your life vision. Revisit them often (daily, weekly and monthly) to make sure they are still working for you. How do you feel when you reach a goal? If it feels right, you are on target. If something feels off, it may be time to make adjustments. These are your intentions, so be true to yourself and make them work for you! Performance based on passion equals success!

**Rewarded:** This is the best part of a SMARTER Intention! Celebrations help us realize our progress while building momentum and motivation. How will you celebrate achieving your Intention? Be creative and have fun with this one. Recognize your accomplishments and share your wins with others. Go wild with confidence and celebrate each success!

# Creating SMARTER Intention Statements

It's time for a little practice! Find a quiet spot where you can still your mind and center your thoughts. If this is new to you, a quick and effective way to center yourself is: 1) close your eyes in a quite place, 2) take 3-4 full, deep breaths (a great way to take full deep breaths is by taking air in through the nose and releasing it out through the mouth making a constant "S" sound) and 3) slowly opening your eyes. Invest some focused time in honestly creating SMARTER Intention Statements that serve as a map on your journey to achieving your personal vision. Your SMARTER Intentions should be Super Cool, Measurable, Achievable, Relevant, Time Bound, Evolved, and Rewarded.

The table below is a coaching tool designed to get you started. Remember, what we truly intend will happen. Have some fun with this exercise. Also, make sure you are true to yourself and find fulfillment and meaning in each statement. Write as many SMARTER Intentions as you need. The table below is only a guide.

## Coaching Tip: Get Creative and Have Fun!

Pictures truly have the power to speak a thousand words. Use images, pictures, stickers, colors and whatever other images or visuals that move you. Using both words and images stimulates your whole brain and is an extremely powerful way to establish SMARTER Intention Statements. Your SMARTER Intentions may end up being a collage of images with a few words. *Be creative and have fun!*

SMARTER Intentions Coaching Tool

	SMARTER Intention Statement	Due Date	Reward
1			
2			
3			
4			

# Final Coaching Tips on SMARTER Intentions

Remember, this life is your journey. If you need to make changes to your SMARTER Intention Statements, do it. If something doesn't feel right, fix it. Intentions should be set for you as an individual and based on personal fulfillment, not simply on what you think you should do based on the thoughts and influences of others or society. Your intentions serve as motivation and the source of actions and behaviors. Be brutally honest with yourself when setting SMARTER Intentions. Truly meaningful intentions are powerful and have the potential to grow your Inner Leader and your life.

What you truly intend will happen; therefore, your SMARTER Intentions must be based on your personal truth. Intentions become goals; therefore, honest intentions inspire authentic goals. The more genuine you are about experiencing your SMARTER Intentions, the more likely you are to stick to them. Setting and pursuing false intentions can lead to a lack of interest and motivation, which typically ends in goal abandonment and ultimately in feelings of failure and self-doubt. Feelings of failure and self-doubt can seriously erode confidence and our sense of self-empowerment and success.

My Final Coaching Tips: Set holistic SMARTER Intentions that recognize the importance of the mind-body-spirit connection for different areas of your life, including the areas of self-care, family and relationships, spiritual growth, finances and personal development. Different areas of life ebb and flow together like an ecosystem. Each area of life needs attention. Life should be cultivated and cared for like a plant or flower if it is truly to be enjoyed.

Keep your SMARTER Intentions in front of you; refer to them many times per day until they become part of your subconscious mind. Take inspired actions daily, change course when needed and enjoy the journey!

Connie Reimers-Hild, PhD, CPC  
Certified Professional Coach  
Unit Leader & Leadership Educator  
Author of *Go Wild with Confidence!*  
*Strengthen Your Inner Leader and Live Your  
Best Life with Purpose, Passion, and Fun!*

available on Amazon:

<http://amzn.com/1467949329>

University of Nebraska-Lincoln  
Kimmel Education & Research Center  
5985 G Road  
Nebraska City, NE 68410

Email: [connie.reimers-hild@unl.edu](mailto:connie.reimers-hild@unl.edu)

Phone: 402.873.3166

Twitter: @askdrconnie

Blogs: [AskDrConnie.com](http://AskDrConnie.com) & [KimmelTV.org](http://KimmelTV.org)



Authored by: Connie Reimers-Hild, PhD, CPC ♦ [connie.reimers-hild@unl.edu](mailto:connie.reimers-hild@unl.edu)

Copyright © 2014 University of Nebraska Board of Regents

The University of Nebraska is an equal opportunity educator and employer