Setting SMART Goals for Success

Ever make a New Year's resolution that vanished faster than your motivation on a Monday? You're not alone. The secret to making goals that actually stick isn't willpower—it's strategy. Enter the SMART method: your step-by-step guide to turning "something" into "done".

SMART stands for Specific, Measurable, Achievable, Relevant and Time-bound.

S
Specific

Set goals that are realistic given your resources and schedule.

M
Measurable

Make sure your goal aligns with your bigger priorities, whether that's improving well-being, growing your career, or building stronger habits.

A
Achievable

Set a deadline or timeframe to stay accountable and motivated.

R
Relevant

Define exactly what you want to accomplish. Instead of "get healthier", try "walk 30 minutes a day."

T
Time-bound

Establish clear criteria to track progress, like steps walked or dollars saved.



SMART goals help you focus your efforts, measure success and celebrate progress along the way. Whether you're planning for your career, health or finances, start small, stay consistent and keep refining your goals as you grow.

The Positive Effects of Pets on Our Lives





To the millions of pet owners around the world, pets aren't just an animal living in your home, they are part of your family. While furry, scaly and squishy friends can be the best parts of our day and one of our greatest joys, the impact they have goes above and beyond just having an extra companion. Pets are proven to have an immensely positive impact on the mental and physical health of their owners.

How can getting a pet positively impact my mental health?

1. **Lower stress and cortisol levels.** Being close to pets can activate oxytocin in our bodies and reduce cortisol levels. Certain pets also can encourage us to stay active; by taking our dogs for a walk, we can meet our exercise goals for the day and get some fresh air while doing it.

2. **Provide companionship.** Having a pet at home can help us create a bond and sense of togetherness; especially for virtual workers that are not in an office setting.

3. **Stay mindful and focus on today.** When you have a pet to take care of, you dedicate part of your day to caring for them and their well-being, ensuring they are fed and loved.

