**­­S**pecific (simple, significant – answer who, what, where, & when)

**M**easurable (meaningful, motivating – answer how much, how many)

**A**chievable (attainable, within your skill set)

**R**elevant (reasonable, realistic, resourced, results-based).

**T**ime bound (time-based, timely, time-sensitive – what can I do this week/ month).

**E**valuated (enthusiasm, efficacy, check in daily, weekly, monthly, etc.)

**R**eadjust/ **R**eward (readjustment is crucial if you find a roadblock, reward yourself for focus)

We use the Asana App to create, track, and checkoff goals for personal and business growth.

1 Week

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1 Month

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3 Month

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6 Month

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**Helpful Links for Professional Development & Organization**

**Asana App**
Used for organizing lists
<https://asana.com/download>

**Deb’s Resources on Rat City Studios’ Website**

<https://ratcitystudios.com/resources>

**MailChimp Newsletter Platform**

<https://mailchimp.com/>

**Sabrina Hersi Issa**

<https://www.techcongress.io/leadership/sabrina-hersi-issa>

<https://beboldmedia.com/>

**Personal Inventory Day by Hersi Issa**
On a Podcast: Jan 2018, *Level Up*

<https://open.spotify.com/episode/5Q8510jDGm1XzFukOTHA3Z?si=e1e3b0b8127c445d>

**Book/ Bonus Content**

<https://ratcitystudios.com/book-creative-pottery>

**Join Deb’s Newsletter**

<https://ratcitystudios.com/contact>