

# Goal Setting Models

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There are lots of methods for setting goals. Here are a handful of the more popular goal-setting systems—curated by the people at [Morning Brew](#)--do some digging and see if any of them are right for you.

SMART (Specific, Measurable, Achievable, Relevant, and Time-Bound) goals, which are way better than DUMB (Destructive, Uninspired, Meh, Blah) goals

HARD (Heartfelt, Animated, Required, Difficult) goals

WOOP (Wish, Outcome, Obstacle, Plan) goals

The OGSM model: Objective, Goals, Strategies, and Measures

Locke and Latham's goal-setting theory

Warren Buffett's "2 list" strategy

One-word goal setting

Backward goal setting

Tiered goals: annual goals vs. quarterly vs. monthly

BHAG: Big Hairy Audacious Goal

The Golden Circle emphasizes the "why" before the "how"