

Futurability

Futurability: The ability of an objective to be realized in the future. Futurability has to do with the formulation and process in achieving an objective or outcome.

1. **Owned**

Is this objective my own? Am I free from burden, guilt, or sacrifice? Do I think I should or have to? Is it so significant that I'll be hampered? Can I have it be not significant?

2. **Relevant**

Will achieving this objective forward my business or enhance my profitability? Will it help fulfill one or more of my life goals? Is it worth doing? When I imagine it complete, is it truly satisfying?

3. **Measurable**

Is this objective able to be measured? Can I tell when it has been accomplished? Have I set a date when it will be done? (Without a measure and a date to be achieved, it is not a realizable objective).

4. **Achievable**

Do I have some sense that I can achieve this objective? (Although I may not yet see how or is this a hopeful fantasy or pipe dream?)

5. **Inspired**

Am I challenged and inspired by this objective, or is it simply predictable, i.e. merely an extension of the past?

6. **Committed**

Am I fully committed to the outcome, regardless of circumstances that may arise, or is this only a wish, only to be accomplished if things go my way?

7. **Spoken**

Is my objective written down and part of my environment to call me to action? Have I communicated it to others and made it public? Do I have the support of key people in my environment?

8. **Coached**

Do I have a coach for my objective? Is my coach as committed to my success as I am? Am I coachable?