

S.M.A.R.T. goals in artistic management

Emilia GIOL (CALEFARIU)¹

Abstract: *S.M.A.R.T. goal setting is an extremely useful concept that allows the artist or his manager to bring an objective mindset about the future goals and realistic expectations in the future. This analysis brings structure in planning and managing the artist's career, or career development process. It is not an easy task to implement such a method from the artist's point of view, especially because art implies personal inner looking, expression of feelings and communication abilities. Art is not created in any kind of environment; therefore S.M.A.R.T. analysis contributes to order and a better use of time, time management. Also important is the fact that S.M.A.R.T. goal setting contributes to an estimation of the goals attainability, bringing the artistic management to a higher level of reality and of performance achieving.*

Keywords: *S.M.A.R.T. Analysis, Artistic Objectives, Performance, Time management*

¹ PhD Transilvania University of Braşov, emiliacalefariu@yahoo.com