

## ADVANTAGES OF WIDE USE OF NEW METHODS IN ART AND CULTURAL MANAGEMENT

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**Annotation:** This article is about the benefits of using New Methods (SMART) in arts and culture management.

**Key words:** Smart, accuracy, time management, plan, goal, action, efficiency.

### ПРЕИМУЩЕСТВА ШИРОКОГО ИСПОЛЬЗОВАНИЯ НОВЫХ МЕТОДОВ В ИСКУССТВЕННО-КУЛЬТУРНОМ МЕНЕДЖМЕНТЕ

**Аннотация:** Эта статья о преимуществах использования Новых Методов (SMART) в управлении искусством и культурой.

**Ключевые слова:** Смарт, точность, тайм-менеджмент, план, цель, действие, эффективность.

Setting goals and achieving them is very important in our lives. Not being able to set goals correctly can make your life a chaotic sequence of events that you can't control. The great achievements of human history have been the result of well-planned and achieved goals. Below we introduce you to a modern, effective, scientifically studied, in a word, SMART method of achieving your dreams.

SMART is an English acronym that is a very effective method to help you understand and achieve your goals. For your goal to be SMART, you need to formulate and define the following criteria:

**S** - (Specific) net;

**M** - (Measurable) measurable;

**A** - (Attainable) Achievable;

**R** - (Relevant) corresponding, dependent;

**T** - (Timely) term;

### **1. Specific**

What exactly do you want to achieve? The more you have a clear idea of your goal and the more you understand it, the more likely you are to achieve it. To put it more simply, the SMART goal is not to say, "I want to be a millionaire," but to say, "I want to make \$ 50,000 a month by developing a new program over the next 10 years." To determine the purpose, you must answer the following questions:

- What exactly do I want to achieve?
- When?
- Where?
- How?
- With whom?
- What are the conditions?
- Why do I want to achieve this goal? Are there other ways to reach this goal?

### **2. Measurable**

Make sure your goal is always measurable. That is, identify the steps you need to take to ensure that you do not go astray and lose motivation. Compare it to your previous situation and measure the growth. To do this, you need to answer the following questions:

- How much?
- How do I know I have achieved my goal?
- How many?

### **3. Attainable**

Make your goal realistic and achievable. In other words, it should test your abilities, force you to work, research, but at the same time it should be possible to do it. An achievable goal should answer the following two questions:

- How do I do this?
- Considering other factors (e.g., your financial capabilities), how realistic is this goal?

### **4. Relevant**

Your goal should be in line with your needs and other plans. Think carefully:

- Is the goal worth trying?
- Is this exactly what you need now?
- Does this fit you into your other plans?

### **5. Timely**

Time = money! For many of us, deadlines are the best motivation to move. Set a deadline for yourself and stick to it. Remember, they need to be realistic and flexible.

To help you set the right time, ask yourself the following questions:

- When?
- What can I do in six months?
- After six weeks?
- Today?

The SMART method helps you to go through the necessary steps to achieve a goal without going beyond certain limits. This method also gives you control over the resources you need, the results you achieve, and the time you spend. Achieve your goals in a smart way.

If you are new to investing, get educated first. Gain experience in various promotions with less money. If your income comes from only 1 source, do extra work / business, learn new professions, and create different sources of income. Invest in:

- to get education;
- Additional work / business;
- Various promotions.

Growth and development. Skillfully choose high-growth promotions based on your knowledge and experience. Use your extra income to grow your business. Invest in real estate and business projects as your capital grows. Invest in:

- Growth shares;
- To further expand your additional work / business;
- Real estate;
- For startups.

Ensuring sustainability. If you have enough money for your desires and needs (financial independence), focus on not losing money. Invest in low-risk and sustainable growth instruments:

- Real estate;
- Value and dividend shares;
- Precious metals.

"What I've achieved so far is the discipline, the meticulousness and the energy, the focus on one thing," said Charles Dickens. Indeed, if you look at the lives of successful people in any field, you will see that they have developed wonderful qualities. Volumes of books have been written about it. So what can be done to achieve the desired goal? Experts recommend the same:

**Manage time.** Explore your potential. Take on difficult tasks when things are going well. Many take difficult tasks to the end of the day. As a result, he gets tired and struggles in the evening. This is one of the biggest barriers to productivity.

**Set yourself a task.** First, figure out what you want to achieve and how long it will take. Make your goal closer to reality. It is true that high goals must be achieved. However, the goal should not become a fantasy. Divide large tasks into smaller ones and plan accordingly.

**Don't forget health.** Drink more fluids during mental work. Scientists believe that a lack of water in the body leads to a decrease in attention. But there is another side. Learning to drink coffee can be confusing. In addition, caffeine is required to stimulate the brain. The best is physical activity. Do light exercises during breaks between work.

**Go to bed on time and wake up.** Psychiatrists ask patients with attention deficit hyperactivity disorder before diagnosing them. It has been reported that after adequate sleep, mental ability is restored and strengthened. People who sleep less than seven hours usually do not concentrate well.

**Avoid idleness.** You have visited a site on the Internet. Articles will not benefit you much or at all. But you don't get disconnected and go back to work. On social media, you check who likes your opinion or the photo you put up. You just have to be more discriminating with the help you render toward other people. As a result, you

spend at least two or three hours on what you can do in half an hour. You need to be completely independent when it comes to serious work or learning. Phones, internet, tablet TVs and similar modern technical devices will only distract you.

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