

Setting SMART objectives

We want to translate our 2015 ambition and brand promise into action through focused objective setting. Effective objective setting will ensure individuals have clarity and responsibility to deliver outstanding performance whilst also developing their skills and experience.

Objectives should be aligned with Grant Thornton's strategic priorities. Typically an individual and coach agree three to four stretch objectives for the coming year using the SMART approach.



Specific action

- what and how of a situation, description of a precise or specific outcome
- what exactly is expected?



Measurable

- quantity, quality, and costs – something that can be measured
- how will you know when you have achieved it?



Achievable

- within the area of responsibility, capable of being reached
- can it be done?



Realistic

- practical, resources available, control over variables, authority
- do you have the resources to achieve it?



Timeframe

- time needed by, due date
- when should it be completed?