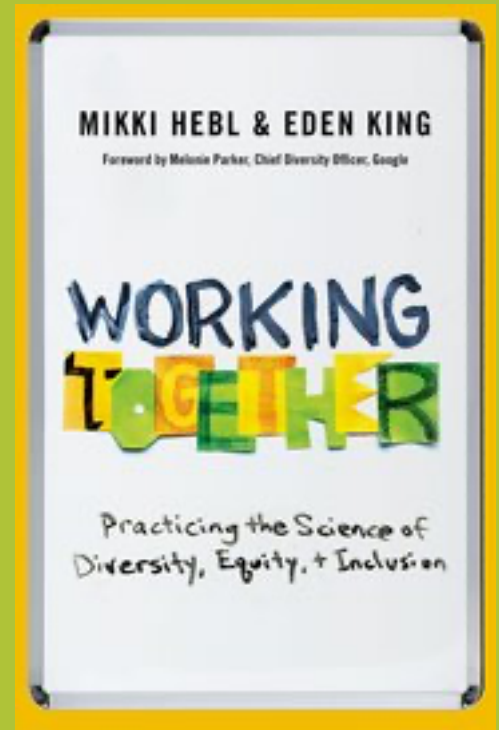


# TOGETHER MAKE GOALS SMART



Goal setting is crucial for organizational success, clarity, and motivation. By making goals SMART, organizations can see improvements and overall growth in achieving tasks. **But what are SMART goals? And how should organizations set goals?**

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# Are your organization's goals SMART?

HERE ARE SOME **QUESTIONS** TO ASK!

## S

**Specific**

*"Could my goals be more specific in terms of who will do what and how they will be held accountable?"*

## M

**Measurable**

*"How exactly will I measure that I have met my goals?"*

## A

**Attainable**

*"Do you have the time, resources, and know-how to meet the goals?"*

## R

**Relevant**

*"Is the work that you are doing improving the likelihood that you will attain your organizational needs? Will you be closer to attaining them with your work?"*

## T

**Time-based**

*"Do I have a schedule? Do I know when certain things should be completed, with an overarching end goal date in sight, too?"*