***Rewrite the two goals below to make them SMART. Then explain what makes them Specific, Measurable, Attainable, Relevant, and Time-bound.***

**Goal One:** “Office Green wants to raise the customer retention rate.”

**SMART Goal One:**

“To increase retention to 95% after 12 month, Office Green will roll out a new service “plant pals” that will be 100% completed within 6 months. The project is scheduled to launch by the end of the third quarter.”

| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: The task is specific as:   * the goal to be accomplished is increasing retention with 15% grater than last year. * The organization, customers and project employees are all involved. * Last year, 70% of customers who left Office Green for competitors said they did so because they wanted more extensive services. When surveyed, 85% of existing customers expressed an interest in Plant Pals. The CEO wants that number to increase by at least 10% this year. |
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| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***: The task is measurable as:   * The retention will be increased by 15% at the end of Q4. * The project is fully completed and ready to launch by the end of Q3. |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***: last year’s retention was 80% and this year it will be raised by 15% which valid as 85% from the current users are interested in the new service. Also with the publicity around the launch, Office Green projects that their customer base will grow by at least 15%. |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***:   * Last year, 70% of customers who left Office Green for competitors said they did so because they wanted more extensive services. When surveyed, 85% of existing customers expressed an interest in Plant Pals. * Office Green’s customer retention rate was 80% last year, but the CEO wants that number to increase by at least 10% this year. |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***:   * Yes, 6 months is the deadline for completing the new service and make it ready. The project is scheduled to be released by the end of Q3. |

**Goal Two:** “Office Green wants to increase brand awareness.”

**SMART Goal Two:**

“To promote the new service and increase the unique visitors to 20K per month, Office Green will redesign the website with a new Plant Pals landing page, and a print catalog. The website redesigning will be 100% completed in 6 Months. ”

| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***:   * what to accomplish : redesign the website and increase unique page visitors number per month. * This is a goal because : this will increase the brand awareness. * Who is involved : Graphic design team, web developers , Marketing team, and page visitors. * Where to be delivered: The website will be ready within 6 months before launching the project by the end of Q3. * To what degree : Number of unique visitors per month is 20k |
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| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***:   * Increase number of unique visitors with 20k per month * The website redesigning will be fully completed after Q2. |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***:   * Website traffic has dipped slightly over the past three years, from 175K to 155K. * We are in Q1 now after 6 month from now we will be in Q3 which means this can be achieved before the project scheduled launching time. |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***:   * Office Green will promote the new service with a new marketing and sales strategy, a redesigned website with a new Plant Pals landing page, and a print catalog. * This will help spreed the word and increase awareness about the new service. |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: Yes, The deadline to redesign the website is after 6 Months and number of unique vistisors will be increased in Q4. |