

Reflect on SMART goals

In the previous self-review activity, you created SMART goals for an email campaign.

For this discussion prompt, compare your SMART goals with the SMART goals in the exemplar.

Write 5–10 sentences addressing the following questions:

How do your SMART goals compare to the exemplar?

Which element of the SMART goal criteria was the most challenging to include: specific, measurable, attainable, relevant, or time-bound?

What could you have done better?

What did you do well?