**Examples of How to set SMART goals**

**Example 1**

**General Goal: I want to complete a project**

**Rewrite this this to become a SMART Goal**

**Specific**: Many people are accessing our current site from their mobile devices. Since it’s not a responsive site, it provides a poor experience for customers. I want to launch a mobile app for my company website by the end of Q2, which requires involvement from software development, design, and marketing.

**Measurable**: Creating a mobile app for our company site will require a lot of resources. To make it worthwhile, I’d like to have 50,000 installs of the site within six months of launch. I’d also like to show a 5% conversion rate from customers using the mobile site.

**Achievable**: The departments that will be involved have signed-off on creating a mobile app. I’ll need to manage the project and set milestones to keep everyone motivated and on target.

**Relevant**: Improving the customer experience on mobile devices is a core initiative for my company this year.

**Time-Bound**: In order to achieve 50,000 mobile app installs and a 5% conversion rate by the end of the fiscal year, the app will need to be launched by Q2 with a robust marketing campaign that should continue through the end of the year.

**Example 2:**

**Goal: I want to improve my performance**

**Rewrite this this to become a SMART Goal**

**Specific**: I received low marks on my ability to use PowerPoint at my last performance review. Improving my skills requires that I learn how to use PowerPoint efficiently and practice using it by creating various presentations. I’d like to be more proficient using PowerPoint in time for my next review in six months.

**Measurable**: By the time of my next review, I should be able to create presentations that incorporate graphs, images, and other media in a couple of hours. I should also be able to efficiently use and create templates in PowerPoint that my coworkers can also use.

**Achievable**: Improving my PowerPoint skills is instrumental in moving forward in my career and receiving a better performance review. I can set time aside every week to watch PowerPoint tutorials and even enroll in an online class that can teach me new skills. I can also ask coworkers and my manager for PowerPoint tips.

**Relevant**: Working with PowerPoint is currently 25% of my job. As I move up in the company, I’ll need to spend 50% of my time creating PowerPoint presentations. I enjoy my career and want to continue to grow within this company.

**Time-Bound**: In six months, I should be proficient in PowerPoint ensuring it only occupies 25% of my workload instead of the nearly 40% of the time it occupies now.

Esposito, E. (2015, Nov. 15). The Essential Guide to Writing S.M.A.R.T. Goals [Web Log Post]. Retrieved from SmartSheet.com at https://www.smartsheet.com/blog/essential-guide-writing-smart-goals

**Example # 3:**

**General Goal: I want to make money from doing something fun**

**SMART Goal**: Within a month, I am going to get set up to sell handmade cards on Etsy, which will allow me to benefit financially from my favorite hobby. Within six weeks, I will have an inventory of 30 handmade cards to sell and aim to sell a minimum of five cards per week, building customer relationships through word of mouth, referrals and local networking.

1.) **Specific** - sell handmade cards on Etsy

2.) **Measurable** - have an inventory of 30 handmade cards to sell and aim to sell a minimum of five cards per week

3.) **Achievable** - build customer relationships through word of mouth, referrals and local networking

4.) **Results**-focused - allow me to benefit financially from my favorite hobby

5.) **Time-bound** - Within a month, Within six weeks

Hilliard Bradley High School. (2014). Capstone 7 Guide. Retrieved from http://www.hilliardschools.org/hbr/wp-content/uploads/sites/18/Capstone-7-Guide.pdf