***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 increase brand awareness.”

**SMART Goal One:** “Website traffic has dipped slightly over the past three years, from 175K to 155K. The Marketing Manager wants unique page visits to increase by at least 15K each month.”

|  |
| --- |
| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: The rise in page visit which customer expects, is clear. No, the current website traffic details are not clear, whether it is 155k per month or per year. |
| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***: The goal is measurable with the exact increase in web traffic that customer expects. Metrics to gauge here is Website traffic increase. |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***: There is some ambiguity around the current metrics of website traffic. Based on that it will be clear if the goal is achievable or not. |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***: The goal is related to brand awareness increase and relevant. |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: There is some ambiguity around the time-bound nature. That by when the eb traffic increase is expected. |

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

**SMART Goal Two:** “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 specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: The goal is very clear on the requirement and that’s about customer retention. |
| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***: Customer want retention to increase by 10% and will become 90% |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***: Survey showed that 85% is already interested about pant pals. From |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***: It is evidently related and relevant to customer retention. |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: The project is scheduled to launch by ed of third quarter, so this is time bound. |