



Create a SMART Goal and KPIs

Worksheets



SMART Goal

Draft a SMART goal for your selected business

- ☐ **Specific** What needs to be done?
- ☐ **Measurable** Can it be measured?
- ☐ **Achievable** Can it be done?
- ☐ **Relevant** Should it be done?
- ☐ **Time-bound** When will it be done?

1. Increase company's visibility in social media, targeted 1000 website visits in next 3 months (July to September).
2. Achieve 40 new customers signup for services in Dec 2022.

