

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

SMART Goal One: “Office Green wants...”

What makes this goal specific? Does it provide enough detail to avoid ambiguity?

Response:

What makes this goal measurable? Does it include metrics to gauge success?

Response:

What makes this goal attainable? Is it realistic given available time and resources?

Response:

What makes this goal relevant? Does it support project or business objectives?

Response:

What makes this goal time-bound? Does it include a timeline or deadline?

Response:

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

SMART Goal Two: “Office Green wants...”

What makes this goal specific? Does it provide enough detail to avoid ambiguity?

Response:

What makes this goal measurable? Does it include metrics to gauge success?

Response:

What makes this goal attainable? Is it realistic given available time and resources?

Response:

What makes this goal relevant? Does it support project or business objectives?

Response:

What makes this goal time-bound? Does it include a timeline or deadline?

Response: