***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.”

**Revise Goal One to be SMART:** “Office Green wants to increase brand awareness by achieving customer satisfaction rating of over 90% this year by creating an Operations and Training plan for Plant Pals.”

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| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: increase brand awareness by achieving customer satisfaction rating of over 90% by creating Operations and Training plan for Plant Pals. |
| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***: increase brand awareness by achieving customer satisfaction rating of over 90%. |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***: During last 5 years it was in 85%-90% so it seems attainable. |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***: Yes because when surveyed, 85% of existing customers expressed an interest in Plant Pals. |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: by this year the goal is to be achieved |

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

**Revise Goal Two to be SMART:** “Office Green wants to increase the customer retention rate by at least 10% this year by increasing extensive services.”

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| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: increase the customer retention rate by at least 10% this year by increasing extensive services |
| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***: increase the customer retention rate by at least 10% |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***: Since Office Green’s customer retention rate was 80% last year so it is attainable this year. |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***: Yes because when surveyed, 85% of existing customers expressed an interest in Plant Pals. |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: The time limit is the end of the year. |