

S.M.A.R.T. OBJECTIVES

Once you've established your business goals, the next step is to map out the objectives you'll work toward to show how you're progressing against those goals.

Remember: a goal is a broad statement that illustrates what you want to achieve. An objective is a statement that defines what success looks like.

Use this worksheet to develop objectives that are **S.M.A.R.T. (specific, measurable, attainable, relevant/audience-specific, and time-bound)**. S.M.A.R.T. objectives are designed to help you identify whether what you want to achieve is reasonable, and if so, what an appropriate timeline is to achieve it.

STEP-BY-STEP: HOW TO WRITE A S.M.A.R.T. OBJECTIVE

Business Goal Write the business goal you're trying to achieve.	
Specific What area of the main goal do you want to accomplish? Don't be broad—go deep.	
Measurable How can you measure progress and know if you've successfully met your objective? What are your current benchmarks and what kinds of growth metrics will you be tracking?	
Attainable Do you have the skills and resources required to achieve the objective? If not, can you obtain them? Is the amount of effort required on par with what the objective will achieve?	
Relevant/Audience-specific Who does this objective target? Why is our strategy relevant to our audience?	
Time-bound What's the deadline and is it realistic? Or by when do you want to achieve this objective?	
S.M.A.R.T. Objective Review what you have written, and craft a new objective based on what the answers to the questions above have revealed.	