

SMART Goals

S

Specific

A **specific** goal clearly states what you want to accomplish, why it is an important goal, and how you intend to accomplish the goal.

Who is involved? What do I want to accomplish? Where is it located?

When will I have the goal complete? Why is the goal important?

M

Measurable

A **measurable** goal allows you to track your progress, stay focused, meet your deadlines, and feel the excitement of achieving what you set out to do.

How will I track progress and measure the outcome? How much? How many?

How will I know when the goal is accomplished?

A

Achievable

An **achievable** goal allows you to succeed by breaking your overall goal down into small, manageable steps. If the goal you have created is not realistic, you may be setting yourself up for failure.

Is the goal realistic enough to be accomplished? Can the goal be completed, given available resources? What actions do I need to take to meet the goal?

R

Relevant

A **relevant** goal matters to you, and it aligns with your other existing goals. Goals that do not mesh well with all of the other factors that impact the goal are often unachievable.

Does this goal mesh well with other goals? Is the goal consistent with other established goals? Does the goal support corporate, department, or team missions?

T

Time-Bound

A **time-bound** goal is limited to a period of time and has a target date for completion. Having a deadline will help you stay focused and may create an eagerness that will motivate you.

When do I need to be finished? What should I do today?