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| **Say This** | **Do This** |
| As Lincare employees we want to create intelligent, well-thought-out objectives that benefit our department, division and company and give us a sense of accomplishment at their completion. These objectives should align with overall company objectives and give our managers a good means to evaluate our performance. | Objective1, 2, 3 |
| One way to write good objectives is to think SMART. S-M-A-R-T is an acronym and stands for:  S - SpecificM - MeasurableA - AttainableR – Relevant and  T - Time bound  Let’s describe each of these in detail. | smart1\_withoutWords.png,  specific.png, measurable.png, attainable.png, relevant.png, time-bound.png |
| The first element of SMART is **Specific**.  Objectives should be straightforward and emphasize the task or tasks that must be achieved. Be specific and clearly define what you are going to do. Avoid generalities and use action verbs as much as possible. **Specific** is the What, Why, and How of the SMART model. The bottom line with Specific is that your goal must be clear and well defined. | smartWithWords.png then place key words to the side. |
| Here are several examples of Specific...   * Document all administrative procedures for my position. * Create a system for communicating and tracking competitive intelligence. * Reduce department operational expenses by 10 percent. * Create the end user guide for release 10 of the MDX product.   The common thread with these objectives is that they are specific in what needs to be accomplished. | List these in bullet fashion |
| The next SMART element is **Measurable.**  Choose an Objective that has a way to measure progress. If you can’t measure it, you cannot manage it. Establish concrete criteria for measuring progress toward the attainment of each objective that you set. | Circle Measurable. |
| Here are a few examples of Measurable...   * Document all 26 administrative procedures for my position   The measure in this objective is **twenty-six procedures documented**.   * Create a system for communicating and tracking competitive intelligence...   The measure is that the Competitive intelligence tracking system is created. | List beside in some way. |
| The next element of SMART is **Attainable**.  Objectives must be within your capacity to achieve. You cannot commit to accomplishing Objectives that are too far out of your reach, or unreasonable. An Objective needs to stretch you slightly and will require a real commitment from you to achieve results. Ask yourself if you can successfully complete this objective with the skills, resources and time available to you and, -are-there factors beyond your control that need to be considered? | Circle Attainable |
| The **R** in SMART is **Relevant**  Make sure that each Objective is consistent with other objectives you have established and fits with your immediate and long-range objectives and meshes with your departmental and company objectives. Your manager can help with relevance, and let you know whether your objective is in line with department and company goals. | Circle relevant |
| The final element of SMART is **Time Bound**.  This is setting a timeframe for the objective. Is it a deliverable that is due in a week, three months, a year, end of the quarter or something else? Setting an **end point** on your Objective gives you a clear target to work towards. Without a time limit, there is no urgency to start taking action now. | Circle timebound |
| A few examples of **Time Bound** would be...   * Document all administrative procedures for my position by 15 November 2018. * Email weekly status updates to the customer by 4 pm each Friday. * Conduct at least two touch point meeting with direct reports by the end of fiscal year 2018. | List these individually. |
| Here are some examples of well-written objectives.   * Achieve a rate of 70% for customer contract renewals by 31 October 2018. * Increase the number of invoices reviewed by 20% in 2018. * Define and implement a code review process by November 15, 2018. | List these individually. |
| In summary, keeping SMART in mind will help you write better objectives. When creating objectives run each one through the SMART filter. | Pop the word SMART. |
| SMART stands for  S - specificM - measurableA - attainableR – relevant and  T - time bound | SmartWithWords.png. |
| Thanks for watching. |  |