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Objectives must be understood and bought into by all project stakeholders. To help accomplish this, Objectives should be **SMART**:

Specific – the objective is clearly stated

Measurable – metrics exist or can be created to determine when the objective has been met

Attainable – the team agrees the objective is realistic

Relevant – the objective fits the organization's strategic plan and supports the project charter

Time-based – a date for achieving the objective is stated. Objectives without target dates are merely dreams.