**Goal One:** “Company wants to increase brand awareness.”

**SMART Goal One:** “Company wants…”

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| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: |
| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***: |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***: |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***: |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: |

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

**SMART Goal Two:** “Company wants…”

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| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: |
| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***: |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***: |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***: |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: |