Goal Setting Checklist

A goal is the result or achievement toward which effort is directed. Product Managers must establish goals to ensure the diligent and proactive management of a product or group of products throughout every stage of the Product Management Lifecycle.

Here is a two-part checklist to ensure the goals you set are well-stated, well-received, and meet the product needs of the organization.

Part I: Is Your Goal SMART?

If any column is marked as a no, revisit the goal and strive for SMART conformance.

SMART Objective	Passing Criteria	Yes	No
Specific	• All stakeholders know what to do • All stakeholders clearly understand what they need to achieve and who is responsible for it		
Measurable	• All goals are measurable • There are clear guidelines for assessing the goal and its completion status		
Achievable	• Goals can be achieved • Resources are available to ensure the successful accomplishment of desired goals		
Relevant	• Goals focus on elements important to the organization and its strategic initiatives • Goals are relevant to the people achieving them		
Time-Bound	• Goals are set with a measurable timeline • Goal can be achieved within the timeline		

Part II: Will the Goal Add Value?

A goal should satisfy one or more organizational Key Performance Indicators (KPI) to be valid.

Key Performance Indicators (KPI)	Yes	No
Will the organizational ability to evaluate existing strategies and data-based future strategy decisions improve?		

Key Performance Indicators (KPI)	Yes	No
Will the goal increase overall customer satisfaction?		
Will the ability to effectively engage customers to track product success enhance?		
Will customer retention and product adoption rates increase?		
Will improving communication with stakeholders make things smoother and remove communication blockers?		
Will product improvement potential enhance?		
Will product quality and production methods improve?		
Will product delivery time improve?		
Will production efficiency gain leading to resource reduction, waste reduction, and faster production?		