***Rewrite the two goals below to make them SMART. Then explain what makes them Specific, Measurable, Attainable, Relevant, and Time-bound.***

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

**SMART Goal One:** “Office Green wants to make their brand more recognized in the market”

|  |
| --- |
| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***: As it wants to make the Brand more recognizable to consumers. |
| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***: Increase revenue by 5% by the end of the year by rolling out a new service that provides office plants to high-volume clients. |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***: Yes, With the publicity around the launch, Office Green projects that their customer base will grow by at least 15%. |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***: Given the business objectives of brand awareness |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: The time of end of the year |

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

**SMART Goal Two:** “Office Green wants increase the customers who will use their product”

|  |
| --- |
| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***:   * Increase the customer retention by 10% from 80% * Achieve a customer satisfaction rating of over 90% this year |
| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***:   * Increase the customer retention by 10% from 80% * Achieve a customer satisfaction rating of over 90% this year |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***: Yes, As it was given as a 1 year timeline to improve on customer satisfaction and  retention. |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***: Because the business objectives is to raise customer retention, The goal is  relevant to the business objectives |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***: Yes, As the timeline specified was 1 year |