

SMART Goals

	Definition	Questions to Ask Yourself	Examples
S	Specific, Significant, Stretching	<ul style="list-style-type: none"> • Would anyone that read your goal be able to understand what you are trying to accomplish? • Does your goal clearly and specifically state what you are trying to achieve? • If your goal is too big? Try breaking it down into smaller goals or milestones. 	<ul style="list-style-type: none"> ✗ Get more sales ✓ Increase my sales in the department
M	Measurable	<ul style="list-style-type: none"> • How will you know if progress is being made towards achieving your goal? • Can you quantify or put numbers to your outcome? If possible, tie concrete numbers to your goals to know if you're on track. 	<ul style="list-style-type: none"> ✗ Ensure all reporting work is done properly ✓ Complete monthly reporting with no errors ✓ Increase my sales by 20% ✓ Reduce employee orientation time from 10 days to 5 days
A	Achievable, Attainable	<ul style="list-style-type: none"> • Do you have the power/knowledge to achieve this goal on your own? • Is achieving your goal dependent on anyone else? If yes, is it possible to state the goal so that you are the only person that impacts it? • What factors may prevent you from accomplishing your goal (weather, budget constraints, etc)? 	<ul style="list-style-type: none"> ✗ Ensure no employee accidents ✓ Create and execute training and communication on avoiding accidents in the workplace
R	Realistic, Relevant, Reasonable	<ul style="list-style-type: none"> • Does your goal align with the company's needs? • Would your Manager create a similar goal for you? • Why is this goal important to you? • What effect will achieving your goal have on your life? 	<ul style="list-style-type: none"> ✗ Take a training class in massage therapy ✓ Improve my communication in team meetings by taking a public speaking and communication course
T	Time-based, Timely, Trackable	<ul style="list-style-type: none"> • When will you reach your goal? • Is your goal too big? If yes, break it down into smaller goals with appropriate milestones and deadlines. 	<ul style="list-style-type: none"> ✓ Increase sales my sales by 20% by the end of the 3rd Quarter. ✓ Find 5 new clients by January ✓ Complete enhancement project by the end of the fiscal year