

SMART Objectives

Specific – Define the expected end result clearly. What are you going to achieve and what should it look like when it is completed? Observable results; state Who, What, When and Measurements (baseline and Target); begin each objective with one action word.

Measurable – Incorporate short-term or small measurements that can gauge progress toward the end goal. Mark progress along the way. How much change is expected? Provide a baseline reference point.

Achievable – Ensure the end goal is attainable within the proposed time frame with available resources. Define appropriate expectations and assign the required resources. Do not overload resources with unrealistic workloads.

Relevant – Ensure the completion of the objective will have the desired effect on the goal or strategy. Do objectives address the problem?

Time-Oriented – Set deadlines for the goal or objective. Clearly state a point in time when a goal or objective should be met. Establish the end point of your goal or objective to give a clear target for which to strive. Is the objective's progression sufficient to meet deadlines?