

SMART Goals

SPECIFIC

Described in a clear statement detailing the result in a well-defined way.

Prompts to consider when writing specific goals include:

- Who will be impacted?
- Who is your focus audience?
- What do you intend to impact?

MEASURABLE

Includes a measure that defines when the goal has been achieved.

Prompts to consider when writing measurable goals include:

- How much and in what direction will change occur?
- What data will you use to measure?
- Where will this data come from?

ACHIEVABLE

Achievable considering the resources and constraints.

Prompts to consider when writing achievable goals include:

- How will this goal be accomplished?
- Does the current time frame or environment help or hinder this goal? Should the target or time frame be scaled up or down?
- What resources will help achieve this goal? What limitations or constraints stand in the way?

RELEVANT

Understand how goals fit into the bigger picture.

Prompts to consider when writing relevant goals include:

- Will goal contribute to the bigger picture?
- Is it worthwhile and meaningful to measure this goal?

TIMELY

Will have a reasonable date by which the goal will happen.

Prompts to consider when writing timely goals include:

- Is this time frame realistic?
- Should it be closer?
- Should it be further away?
- When will the data be available?