Setting & Implementing SMART Goals

Establishing Goals

Goals are only effective if you can easily determine whether or not they have been accomplished. The best goals are SMART:

S	**=**	**Specific.** Clearly state the desired outcome.
M	**=**	**Measurable.** Provide a numerical target that clearly defines what results are necessary to achieve the goals.
A	**=**	**Attainable.** Goals must be realistic or people will become disengaged.
R	**=**	**Relevant.** Goals should be aligned throughout the organization and be relevant to the mission, vision, and values.
T	**=**	**Time-bound.** Goals should have a specific date or time frame.

SMART Example

Here is a real goal from a real company that is definitely not SMART:
> *Improve customer service.*

Here is the same goal after is becomes SMART:
> *Average 4.5 out of 5 on our February 2011 customer service survey.*

What are your goals?

1. _____

2. _____

3. _____

4. _____

5. _____

Implementing Goals

1. Share the goals with your team. Better yet, have your team help create the goals.
2. Publish the results so employees can follow the team's progress. Examples:
   - ✓ Posters or bulletin boards
   - ✓ Email updates
   - ✓ Handouts in team meetings
3. Review the goals periodically to stay on course.