



METRO CONTRACTOR SMART GOAL STATEMENT

This worksheet is designed to help you set goals regarding your company's intent to do business with Metro. For this exercise, we recommend SMART goals. SMART is an acronym for the five steps of specific, measurable, achievable, results-oriented, and time-based goals.

This tool will help you develop clearly defined goals that answer the questions: who's responsible, what will they do, how will they do it, where will they do it and when is it due?

A SMART goal is:

SPECIFIC

A strong goal clearly defines what you want to achieve and who is responsible for making it happen. Properly stated, it will become a driving force for action in your company.

MEASURABLE

Management and efficiency experts are fond of saying, "if you can measure it, you can manage it." Setting a target helps keep the whole team focused and on track to achieve business goals. Measuring your goals also provides guidance in case adjustments need to be made to get back on track when the unexpected happens.

ACHIEVABLE

Set goals that make you stretch, but are also realistic and achievable within the timeframe specified. Avoid setting goals that are out of whack with what's possible in your industry.

RESULTS-ORIENTED

Make sure your goals are aligned with current tasks and projects, and are resistant to day-to-day distractions or unforeseen events that could throw you off track.

TIME BASED

Goals are significantly more likely to be met when a timeframe is established. Be clear about milestones and final deadlines for projects. Failure to set time-based goals will almost certainly result in projects going over budget and not being completed in a timely fashion.

Examples:

NOT A SMART GOAL:

Accounting team will be more accurate.

This goal is too vague. Although it states who will do it, it does not define how they will accomplish the goal or the timeframe for improvement.

SMART GOAL:

Accounting has identified a goal to improve accuracy in accounts receivable by implementing a new invoicing system. John, in accounting, will investigate software programs that promote greater efficiency and accuracy. He will recommend a new system by January 2015. John, and Mary in the budget office, will work together to identify funds to purchase the recommended software by March 2015. Elise, in HR, will coordinate the training program for all accounting staff. All accounting staff will be trained on the new system by May 2015. The new invoicing system will be fully operational by July 2015.





SMART GOAL WORKSHEET

Specific – *Who? What?*

What are you going to do and who is responsible?

1. _____
2. _____
3. _____

Measurement/Assessment – *How?*

What do you want to accomplish in 6 months, 12 months, 1 year, 2 years, etc.? This could include number of contracts, dollar amount, subcontractor or prime, etc.

IMPORTANT: Set a reminder for yourself to check your SMART Goals in three or six months to make sure they are still relevant or need to be revised.

Achievement – *What? How?*

Break down your goal into actionable steps and activities. Keep it focused on what's attainable within the context of everything else that might be happening in your industry or the economy.

1. Steps I will take to achieve goal.
2. Important activities or people to include.
3. Resources needed to accomplish goal.

Results-Oriented

Align work activities so your company's energy is geared toward achieving specific goals. This can be a check point to ensure your goals are relevant and you know why this goal is important to your business. For example, if your goal is to win three major printing contracts, you may want to evaluate percentage of time spent pursuing small photography projects.

Timed – *When?*

Create a sense of urgency around your goals. State what you will achieve by certain time periods and put a date to when you plan to accomplish each goal.

