

# Set SMART Goals



## SMART Goals are:

**Specific:** What is going to be done?  
How will it be done?  
Who will do it?  
Why is this important?

**Measurable:** How will we know when the goal is accomplished?

What quantifiable outcome should result?  
What data must be captured?

**S**pecific

**Attainable:** Make you stretch, but don't exceed your reach.

Are within your power to control?  
Are within your budget?

**M**easurable

**A**ttainable

Have at least 50% chance of being achieved.

**R**elated

**Related:** Fit within your vision and mission statements.

Are connected to or associated with one another?  
Move you forward in the same direction.

**T**ime-based

Optimize available resources, rather than competing for them.

**Time-based:** Determine when you plan to work at the goal.

Define a clear deadline or end-point.  
Have measurable, attainable and realistic deadlines .

**Final tips:** Goals should include your way of life, hopes for your family and a life mission. Strategic goals represent landmarks along the way to indicate you are making the progress. Prioritize goals by: identifying strategic issues; selecting six to eight that are most important; identifying a desired result for each issue; and then writing six to eight strategic goals that address the identified issues and define where you want to be positioned in the future.