Developing SMART Goals

Using the SMART acronym can help ensure that managers and employees alike have a shared understanding of goals and create goals that are meaningful. Goals are a communication tool and clarify what you are expected to accomplish, how to do it, and why you are doing it.

- **MEASURABLE**
  - What do you want to accomplish?
  - How will you know when you’ve reached it?
  - How will you know when you’ve reached it?

- **ATTAINABLE**
  - Is it genuinely possible to achieve it?
  - Your goal should be challenging but reasonable to achieve.

- **RELEVANT**
  - Does your goal contribute to your organization’s mission?

- **TIME-BOUND**
  - When exactly do you want to accomplish it?

Specific
- Direct, detailed, and meaningful.
- Is it genuinely possible to achieve it?
- Does your goal contribute to your organization’s mission?

Measurable
- Quantifiable to track progress or success.
- How will you know when you’ve reached it?
- By how much?

Attainable
- Realistic to the tools and/or resources to attain it.
- Is it genuinely possible to achieve it?
- Does your goal contribute to your organization’s mission?

Relevant
- Aligns with your organization’s mission.
- Does your goal contribute to your organization’s mission?
- Why?

Time-Bound
- Deadline, target date.
- When exactly do you want to accomplish it?
- How?