

S.M.A.R.T. Goals

Specific: How will I do it?

WHO is involved?

WHAT outcome are you aiming to achieve? Be detailed.

WHEN is your deadline?

WHERE are your processes taking place?

Determine your **WHY**

Measurable: How will I measure it?

Brainstorm a big list of possible metrics and pull in opinions from others as needed. Remember to prioritize metrics with binary outcomes!



Attainable: Is there something I can do?

Consider the tools and skills that will go into attaining this goal. Do you have what/who you need?

Relevant: Is there something that will advance my mission?

Does this goal align with one of your organizational priorities this quarter?

Will this goal bring your organization closer to achieving it's annual initiatives?

How will your organization benefit from achieving this goal?

Timely: When is my deadline?

What is your deadline? What should be achieved at the halfway mark? How could you create a system for progress check ins?