

SMART GOALS OVERVIEW



Specific

Try to answer the following five "W" questions when developing a goal:

- **WHAT** do we want to accomplish?
- **WHY** is this goal important?
- **WHO** is involved?
- **WHERE** is it located?
- **WHICH** resources or limits are involved?



Measurable

Tracking the progress of a goal makes it measurable and should address the following questions:

- **How much? How many?**
How is it tracked?
- **How will we know when it is accomplished?**



Achievable

A goal should test your abilities but still remain possible to achieve. Ask the following questions:

- **How will this goal be accomplished?**
- **Based on identified constraints, how realistic is this goal?**



Relevant

To ensure the relevance of your goal and that it aligns with your plan, see if you can answer "yes" to the following questions:

- **Is this worthwhile?**
- **Is it the right time?**
- **Does this goal match other efforts and/or needs?**



Time-based

Creating a target date for your goal is critical in order to stay on track. A time-based goal will answer the following questions:

- **What can be accomplished six weeks from now?**
- **What can be accomplished six months from now?**
- **What can be done today?**

