

Creating SMART goals & objectives

Specific - what, where & how?

A specific goal defines as much of the goal as possible, and contains no ambiguous language.

S

Measurable

Every goal must be able to be measured - when will you know that you have achieved it?

M

Assignable - who?

Goals must be assignable to individuals or teams

A

Realistic

Realistic goals are challenging but achievable in the allotted timeframe. Feasible.

R

Time-bound

The time frame should be challenging, but realistic

T
