

SMART Goals Example

Here is an example of a SMART goal – with an explanation of why it's SMART

	Definition	What makes the goal SMART
S pecific	Define who is the target population and who is doing the activity. Specify what the action or activity is.	A communications manager has the following goal. Goal Text: By November 1, at least 85% of all employees understand the new communications protocols as measured by the communication cascade verification survey.
M easurable	Make your goals measurable and quantifiable.	The goal specifies the expected percentage of the targeted population as well as the time period during which the actions need to occur. <ul style="list-style-type: none"> - By November 1, at least 85% of all employees... - ...as measured by the communication cascade verification survey. - Unsatisfactory Performance = <79% - Performance Needs Improvement = 80-84% - Successful = 85-90% - Excellent = 91-96% - Exceptional = 97-100%
A ttainable	Determine that it can be accomplished given current resources and constraints.	The action plan includes: <ul style="list-style-type: none"> - By August 25, a final communications package will be developed (Q3) - 10 communication sessions for managers will be scheduled between September 1 and October 30 (Q4) - Managers to cascade the information to their direct reports by October 30 (Q4) - Communications will poll employees between November 1-15 (Q4) - Follow-up plans will be developed as necessary (Q4)
R elelevant and R ealistic	Establish goals that are aligned with organizational business goals and are challenging enough to stretch abilities.	The updated internal communication protocols have wide-ranging impact on upcoming organizational processes. A face-to-face approach was selected to insure that the importance of the information was conveyed. The communications manager is dependent on the organization's managers. In addition to the action plan, the communications manager needs to exercise influence to engage and motivate all managers in the activity.
T ime-bound	Include a specific date for the completion of goals.	The actions in the goal statement need to occur between August 25 – November 15

Creating SMART Goals

Take a moment to review this chart for more information about each part of a SMART goal and questions to ask yourself.

	Definition	Questions to ask yourself...
S pecific	Define who is the target population and who is doing the activity. Specify what the action or activity is.	What exactly are we going to do, with or for whom?
M easurable	Make your goals measurable and quantifiable.	Is it measurable, and if so, how will we measure it? What does performance look like at each performance level? <ul style="list-style-type: none"> - Unsatisfactory Performance = ? - Performance Needs Improvement = ? - Successful = ? - Excellent = ? - Exceptional = ?
A ttainable	Determine that it can be accomplished given current resources and constraints.	Can we get it done with the resources that are available and in the given time frame? What's the action plan to break down a large goal into smaller pieces?
R elevant and Realistic	Establish goals that are aligned with organizational business goals and are challenging enough to stretch abilities.	Will this goal lead to the desired results?
T ime-bound	Include a specific date for the completion of goals.	When will we accomplish this goal?