S.M.A.R.T Goal Template

A SMART goal meets the criteria of the terms of the acronym SMART: Specific, Measurable, Attainable, and Relevant.

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| Acronym | Description | Developing SMART Goals |
| S | Specific | Goals are clear and detailed. A specific goal will usually answer the five "W" questions:  •What: What do I want to accomplish?  •Why: Specific reasons, purpose or benefits of accomplishing the goal.  •Who: Who is involved?  •Where: Identify a location.  •Which: Identify requirements and constraints. |
| M | Measureable | This term stresses the need for concrete criteria for measuring progress toward the attainment of the goal. If a goal is not measurable, it is not possible to know whether progress toward successful completion is being made.  A measurable goal will usually answer questions such as:  •How much?  •How many?  •How will I know when it is accomplished? |
| A | Attainable | This term stresses the importance of goals that are realistic and attainable. An attainable goal may cause goal-setters to identify previously overlooked opportunities to bring themselves closer to the achievement of their goals.  An attainable goal will usually answer the question:  •How: How can the goal be accomplished? |
| R | Relevant | A relevant goal must represent an objective that the goal-setter is willing and able to work towards.  A relevant goal will usually answer the question:  •Does this seem worthwhile? |
| T | Time Bound | The fifth term stresses the importance of giving goals a target date. A commitment to a deadline helps focus efforts on completion of the goal on or before the due date. A timely goal will usually answer the question:  •When?  •What can I do 6 months from now?  •What can I do 6 weeks from now?  •What can I do today? |

**Reevaluate** - As goals are being developed and phases of different goals are being accomplished, reevaluate each goal to make sure they are still relevant and attainable. Once goals have been accomplished, celebrate in their accomplishment and start developing new SMART goals.

Examples of a S.M.A.R.T Goal Using the Template Format

**Goal: Win Six Projects Per Month**

**Specific:** Win six projects per month

**Measurable:** The number of projects is obvious, but we know to get to six, we need to have 12 proposals, 24 pitches, and 48 warm prospects

**Attainable:** Last year we averaged 5.2 projects per month, and we have been growing at 20%, so a growth rate of 15% felt very attainable

**Relevant:** The number and size of the projects we win each month ties directly to our top and bottom line

Time-bound: We measure our performance monthly―incredibly important for staffing and contingency planning