

S.M.A.R.T. Goals

A dark blue diagonal gradient bar that starts from the bottom left corner and extends towards the top right corner, covering the lower half of the slide.

Specific

- Goals should be clearly written and define what you are going to do.
- Specific goals are the “what”, “why”, and “how” of your goal setting process.

Measurable

- Goals should be measurable so that you have tangible evidence that you have accomplished the goal.
- Usually, the entire goal statement is the measure for the goal itself, but there can be several short term or smaller measurements built into the goal.

Achievable

- Goals should be achievable; they should stretch you slightly so that you feel challenged, but defined well enough so that you can practically complete them.
- You must possess the appropriate knowledge, skills, and abilities needed to achieve the goal.

Results Focused

- Goals should measure outcomes, not activities.
- While the steps and activities necessary to accomplish a goal are important they should not overshadow the goal itself.

Time Bound

- Goals should be linked to a time frame that creates a practical sense of urgency, or results in tension between the current reality and the vision of the goal.
- Without such tension, the goal is unlikely to produce a relevant outcome.
- Time frames should also be practical in the sense that they must give enough time to accomplish the goal.

Example

- By November 1st, 2018 build and put into use a new cage for the zoo's monkeys, using steel frames and 20 cm glass, so that zoo patrons cannot reach into the cage and bother the zoo's monkeys.