



# SMART GOALS

Tools for making  
goals a reality!

# SMART GOALS ARE...

S

M

A

R

T



Specific



Measurable



Attainable



Relevant



Time Based

# SMART GOALS

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# SPECIFIC

Specific goals answer the following questions:

- **Who:** Who is involved?
- **What:** What do I want to accomplish?
- **Where:** Identify a location.
- **When:** Establish a time frame.
- **Which:** Identify requirements/constraints.
- **Why:** Specific reasons, purpose or benefits of accomplishing the goal.

# MEASURABLE

To determine if your goal is measurable, ask questions such as:

- How much?
- How many?
- How will I know when it is accomplished?

# ATTAINABLE

- The goal is “do-able”
- It is action-oriented
- It is “within reach” of mortals!

A may also stand for Action-oriented and that requires action verbs in the goal!

# REALISTIC

- The goal must be an objective toward which you are both willing and able to work.
- Again, it must be “do-able”
- People must believe it can be accomplished

# TIMELY

- You should establish a timeframe
- The timeframe must be realistic
- Everyone needs to know the timeframe...make it public

“T” may also represent Tangible in that you can experience it with one of your senses!



# NOW IT'S YOUR TURN...

