

What are SMART Goals?

Every successful business has clearly set and articulated goals to attain specific objectives. SMART Goals is an acronym for specific, measurable, attainable, relevant, time-based objectives.

SPECIFIC	MEASURABLE	ACHIEVABLE	RELEVANT	TIME-BASED
				
<u>Answer the 5W's:</u> • Who's involved? • What do I want to accomplish? • When do I want to achieve this? • Where does my goal take place? • Why is the goal important?	What metrics are you going to use to determine if you meet the goal? If it's a project that's going to take a few months to complete, then plan and set some milestones by considering specific tasks to accomplish.	The goal is meant to inspire motivation. Think about how to accomplish the goal and if you have the tools/skills needed. If you don't currently possess them consider what it would take to attain them.	A goal needs to align with your company objective. • Does this seem worthwhile? • Is this the right time? • Does this goal align with my other goals? • Am I the right person to be working on this project/task?	Anyone can set goals, but if it lacks realistic timing, chances are you're not going to succeed. Ask specific questions about the goal deadline and what can be reached and accomplished within that time period.