Developing SMART goals

Specific
The first criterion stresses the need for a specific goal rather than a more general one. This means the goal is clear and unambiguous. A specific goal will usually answer the questions below:

- **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.

Measurable
The second criterion stresses the need for concrete criteria for measuring progress toward the attainment of the goal. A measurable goal will usually answer questions such as:

- **How much**?
- **How many**?
- **How will I know when it is accomplished**?
- **Indicators should be quantifiable**

Attainable
The third criterion stresses the importance of goals that are realistic and attainable. An attainable goal will usually answer the question:

- **How**: How can the goal be accomplished?

Relevant
The fourth criterion stresses the importance of choosing goals that matter. A relevant goal can answer yes to these questions:

- **Does this seem worthwhile**?
- **Is this the right time**?
- **Does this match our other efforts/needs**?
- **Are you the right person**?
- **Is it applicable in current socio-economic-technical environment**?

Time-bound
The fifth criterion stresses the importance of grounding goals within a time frame, giving them a target date. A time-bound goal will usually answer the question:

- **When**?
- **What can I do six months from now**?
- **What can I do six weeks from now**?
- **What can I do today**?