

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?