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| --- | --- | --- |
| **Specific** | Who is involved?  What do you want to accomplish?  Where will it be done?  When will it be done?  Why are you doing this?  Which constraints or requirements do you have? |  |
| **Measurable** | Starting from where and going to where?  Can you track the process and measure the outcome?  How much?  How many?  How will you know when the goal has been achieved? |  |
| **Attainable** | Is the goal reasonable enough to be accomplished?  Ensure the objective is not out of reach or below standard performance. |  |
| **Relevant** | Is the objective worthwhile and will it meet our strategic objectives?  Is each objective consistent with other objectives you have established and does it fit with our immediate and long-term plans? |  |
| **Time based** | All objectives should have final as well as intermediate deadlines.  This establishes a sense of urgency and prompts the team to manage their time. |  |

**Smart goals template**