SMART GOALS DEFINED

S M A R T

SPECIFIC

Clarity makes goals easier to understand & accomplishable.
A written brief or structured project outline allow you to communicate your goals easily & maintain focus & monitoring.

MEASURABLE

For better tracking, management & assessment, ensure that your goals are measurable.
Create a specific end target as a focal point for your goal.

ACTIONABLE

There's little point setting a goal that is unattainable. Make sure your goal is actionable. If not, perhaps you're biting off more than you can chew; try breaking your goal down into smaller tasks.

REALISTIC

Time, workload, staffing, finance & external commitments need to be taken into account.
Find the right balance & set targets within your means to avoid stress & overwhelm.

TIMEBOUND

Set a deadline. No matter how big or small the goal, commit to a specific timeframe. Make this reasonable yet dedicated, & regularly monitor how the project is progressing within this timeframe.

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