

SMART Goals Template

SMART goals help improve achievement and success. A SMART goal clarifies exactly what is expected and then uses measures to determine if the goal is achieved and successfully completed.

A SMART goal is:

- **Specific:** Goals should be specific. For instance, “generating a lot of sales” does not provide clarity about what exactly should be accomplished. SMART goals must answer the questions of who and what.
- **Measurable:** After defining a goal as specifically as possible, it is critical for it to be measurable. How will the goal be tracked? For instance, “generating a sales increase of 15%” provides the ability to measure progress.
- **Achievable:** Goals must also be realistic and achieved in a specific amount of time. If not, then there is little chance of success. For instance, “generating a sales increase of 15% in 1 month” presents an unreasonable approach to achieving this goal.
- **Relevant:** It is critical that goals are relevant and aligned with the current tasks and focus. If the goal is not related to what is required, then it won't be a successful goal.
- **Time based:** Goals need to have a clearly defined time-frame including a target or deadline date. Otherwise, they don't push people forward to accomplish their goals.

Examples:

Not a SMART goal:

I will gain new business

Does not identify a measurement or time frame, nor identify why the improvement is needed or how it will be used.

SMART goal:

I will gain new business by conducting 5 calls a day with a goal of \$100,000 at end of December 31 to meet my sales quota.

SMART Goal Sample Form

Specific?

I will generate sales . . .

Measurable?

. . . that are an increase of 15% over last year . . .

Achievable?

. . . to be accomplished by making 5 sales calls a day to new prospects and 2 calls to existing clients . . .

Relevant?

. . . within my current product line . . .

Time based?

. . . by the end of the fiscal year, December 31.

SMART Goal Planning Form

Specific?

Measurable?

Achievable?

Relevant?

Time based?