

Creating S.M.A.R.T. Objectives

Specific

Measurable

Attainable

Relevant

Time-Based

Specific - A specific objective has a much greater chance of being accomplished than a general objective. The more specific the objective, the more questions it answers.

Who: Who is involved?
What: (Required) What needs to be accomplished?
Where: Identify a location.
When: (Required) Establish a time frame.
Which: Identify requirements and constraints.
Why: Specific reasons, purpose or benefits of accomplishing the goal.

Measurable - Establish concrete criteria for measuring progress toward the attainment of each objective. To measure progress, use target dates. To determine if the objective is measurable, ask questions such as.....How much? How many? How will I know when it is accomplished?

Attainable - When identifying objectives, develop practical and reasonable goals. Attainable objectives need to be challenging, but realistic. A high goal is frequently easier to reach than a low one because a low goal exerts low motivational force. Be sure that every objective represents an opportunity for substantial progress.

Relevant - To be relevant, an objective must represent a goal toward which you are both *willing* and *able* to accomplish and aligned with what the agency is trying to achieve.

Time-Based – An objective should be grounded within a time frame. With no time frame tied to it there is no sense of importance. Ex: If you want the inventory of mowing equipment completed, when do you want it completed? "Someday" will not work; however, if you anchor it within a timeframe, "by November 1, 2009", then you have set the unconscious mind into motion to begin working on the goal.