

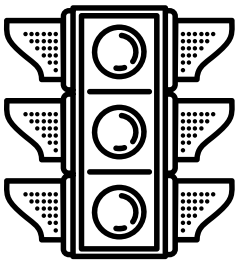
SMART GOALS

Develop specific measurable actions



S SPECIFIC

Keep goals clear, concise and simple. It must be clear what you are going to do and who is doing it.



M MEASURABLE

Define action plans to measure. It must be clear when the action's goal is achieved.



A ACHIEVABLE

The action and its goal must be reachable. Keep goals incremental.



R RELEVANT

The goal matters and solves a problem. Match goals to needs and ambitions.



T TIMEBOXED

There is a deadline for the action. Add milestones and completion dates.

TEMPLATE

In order to <reach a goal>(A, R) we will <do an action>(S) before <a point in time>(T). We know that we were successful when <measure a result>(M).