



SOME S.M.A.R.T.E.R. TIPS

Too often we don't spend enough time clarifying what we're really aiming to do *before* we move to action. It's all too easy to set objectives that are so general that we don't know exactly what we're trying to achieve, or whether we've achieved it.

A structured approach forces us to think more deeply and methodically about what we actually want. One of the more well-known of these approaches is the SMARTER acronym. This is a practical, straightforward tool, which can be used for both professional and personal planning.

S.M.A.R.T.E.R. Goals

Specific	What do we want to achieve? Is it clear what the objective is? Is it clear exactly what we mean?
Measurable	How will we know if we have achieved the objective? How will we measure our success? Are we setting dates/ a unit of time? Is there a frequency involved (how many times we do something)? Is there a volume associated with the goal (number of things you will do)?
Achievable	Is it possible to achieve this objective? What do we need in place to make it attainable? Are there steps that can be achieved in the short term? What are the longer term steps?
Relevant	Is this objective one that we consider appropriate. Does it deliver wider priorities? Is it worth doing? Is it based on current, relevant data?
Time-Bound	By when are we going to achieve this? Setting a timescale provides focus and urgency, clarifying when you intend to achieve the objective. The objective has a deadline and is therefore more than just a wish!
Evaluated	How will you track the progress of this goal? Have you built in time to discuss the goal with your team ?
Re-adjust	If the goal needs adjusting (based on your evaluation), who will be responsible for this?



SOME S.M.A.R.T.E.R. TIPS

Aim for Success

- *This is critical to achieve your goal*
- *The goal has to be realistic*
- *Be confident that you have at least a 70% chance of accomplishing your goal*

Use SMARTER language

- *Use verbs with a strong call to action such as: support, determine, create, reduce, improve, increase, eliminate, install, write, develop, complete*
- *State what you want to achieve. Your goals should result in a plan which details what you are going to do and how you are going to specifically achieve your objective.*

Does your goal answer the following questions?

- **What is it?** *Describe specifically what you are going to do. Give details.*
- **How much/how often?** *Be realistic. It's better to start small and evaluate.*
- **When?** *When do we want to achieve this by? What is the timeline for the individual, smaller steps?*
- **Who else is involved?** *Specify who will be involved and what their role will be.*

Beware of Barriers

- *Is there anything that could make it difficult for you and your team to accomplish your goal? What are the possible barriers that you foresee?*

