

## **S.M.A.R.T. Goals**

When creating your Program of Work, it is best to set goals that are S.M.A.R.T: Specific, Measurable, Attainable, Relevant, and Timely.

### **Specific**

Begin by defining what it is that you're trying to achieve. Be specific. Ask the Six Ws: who, what, why, where, when, and which.

Some example questions that you might ask include:

- Who is going to be involved in achieving this goal?
- What tools will they need to accomplish it?
- Why is the goal important?
- Where will the work be located?
- When does this goal need to be completed?
- Which resources are needed to do it?

### **Measurable**

Your goal must be measurable, so you can track your progress. This will help keep you on track and motivate you to finish on time. To be successful, you need to regularly monitor and assess your progress. You must be able to identify when you've reached the goal, so you don't waste time once it's already been achieved.

- How many or how much?
- How do we know if we have reached the goal?
- What is our measurement of progress?

### **Attainable**

Make sure the goal you set is possible to achieve. You want to reach beyond what you think is possible, but not so far that the project fails. You must know your limitations (such as time, budget, and resources) and ask if the goal can be accomplished.

- Do we have the resources and capabilities to achieve the goal? If not, what are we missing?
- What resources can we use to make this work?

### **Relevant**

A S.M.A.R.T. goal must be relevant to the organization. Your goal must align with other relevant goals because success requires support and assistance from everyone on the project team. Therefore, it must make sense with the overall strategy of your team/organization.

- Why are we working on this project?
- How does this specific goal contribute to our long-term goals?
- How does this goal align with our mission and/or values?

### **Timely**

Goals cannot be achieved without a deadline. A deadline is a great motivator and can provide context for you to outline the tasks necessary to reach that goal in the time allotted. Giving the goal time constraints helps keep you on track. You must answer questions, such as: when must the goal be achieved? Then get more specific: Is that in six months, six weeks, six days? Without a timeframe, you can't devise a plan, and the goal may never be realized.

- What is the start date?
- What is the deadline for the project?