

MAKE YOUR TARGETS S.M.A.R.T

AREA	WHAT EXACTLY DO WE WANT TO ACCOMPLISH?
Specific	<ul style="list-style-type: none">• To whom does this target apply? Which employee? Which clients?• Is our target described with action verbs? Are any actions too vague?
Measurable	<ul style="list-style-type: none">• How will we know that a change has occurred?• Have we used quantitative variables to the extent possible?• Where we have used qualitative variables, how will we measure them?• Can we realistically collect the data we need to measure these targets?
Achievable	<ul style="list-style-type: none">• Can we meet this target with the resources that we have?• Do we need to re-prioritize our activities to meet this target?
Relevant	<ul style="list-style-type: none">• How does this target support our mission?• Is it directly related to one or more of our social goals?
Time-bound	<ul style="list-style-type: none">• When do we want to meet this target?