## SMART Goals

A goal should be written so that it describes how results are to be obtained, how results will be measured, and when the work will be done. The best goals are SMART!

### S - SPECIFIC
- Concrete
- Action verb (“To” + Verb)

### M - MEASURABLE
- Numeric or descriptive measures
  - Quantity: how many, rate, or volume
  - Quality: how well, level of accuracy, completeness or originality
  - Cost: how much, or cost limits within which employee must work
  - Timeliness: by what deadline must results be completed

### A - ACHIEVABLE
- “Stretch” but feasible
- Sufficiently limited in scope
- Within employee’s control and influence

### R – REALISTIC
- Measures actual outputs or results, not activities
- Results include: products, deliverables, accomplishments

### T – TIME-BASED
- Target date identified
- Interim steps, plan to monitor progress

<table>
<thead>
<tr>
<th>Goal</th>
<th>What:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>How:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Why:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>When:</td>
<td></td>
</tr>
</tbody>
</table>

**SMART Goal:**
Examples of SMART Goals

Example #1:
Key performance area: Standard operating procedures (SOPs) need revision

WHAT: To develop standard operating procedures
HOW: By analyzing and documenting service standards, scheduling, and ordering
WHY: To orient new staff and ensure consistency
WHEN: One SOP each quarter

Goal: We will develop standard operating procedures by analyzing and documenting service standards, scheduling, and ordering to help orient new staff and ensure consistency. One SOP will be finished each quarter.

Example #2:
Key performance area: Develop appropriate reporting tool to assess department activities

WHAT: Create a reporting system for time spent consulting with other departments
HOW: Using the annotation feature in Oracle software
WHY: To be used in justifying additional departmental resources
WHEN: Pilot and assess the system during the month of June; implement a final process by August 1.

Goal: Create a reporting system for time spent consulting other departments using the annotation feature in Oracle software to be used in justifying additional department resources. Pilot and assess the system during the month of June and implement a final process by August 1.