

## How to Write a SMART Goal

Hi, this is Joanne from Project Smart with a short video tutorial on how to write a SMART goal.

The acronym SMART has become part of the vocabulary of project planning and performance management.

It stands for:

- Specific
- Measurable
- Agreed Upon
- Realistic
- Time-based

All SMART goals have these 5 attributes.

Well written goals can be easily managed and provide a clear route to success, but how do you write a SMART Goal?

First, let's look at a poorly written goal.

"I am going to increase our London shop retail selling space this year."

The problem with this goal is...

It's not specific. It doesn't say how much extra retail selling space I'm going to create, or how I'm going to do it. The time by when I'm going to do it is vague and can't be easily measured, so I won't know if and when I've achieved my goal.

Now let's look at a well written goal...

"Following planning permission, I am going to increase our retail selling space by 25 percent; completing a six month project with a company of local builders to produce an extension to our London shop by the end of March."

This goal is very specific and says how much extra retail selling space I'm going to create. It's measurable; I either will or won't create an extra 25 percent retail selling space. The goal is agreed to with the local planning department. It's realistic and time based stating how long I have to complete my building project.

When writing SMART goals, avoid words and phrases like try, end of the year, shortly, should, could, probably, as soon as possible. Remember, SMART goals say what you are going to do, and how you are going to do it.

Ask yourself the following questions:

- Is my goal specific enough; could a friend or colleague understand it?
- How can I decide if my goal is achievable and can I measure it?
- What evidence will I have to say I've achieved my goal?
- Is it realistic in terms of time, money and opportunity?
- Is it agreed to?
- Have I set a clear and realistic deadline by when I want to achieve my goal?

It's worth remembering the words of renowned American philanthropist Elbert Hubbard:

*"Many people fail in life, not for lack of ability or brains or even courage, but simply because they have never organised their energies around a goal."*

Good luck with your SMART Goals!

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