

Setting and Accomplishing SMART Goals

Performance Planning is an important part of performance management. Effective planning helps to align individual goals with those of the Agency, and it provides specific direction to an employee's path to achievement. To ensure that performance goals are effective, use the **SMART model** for goal-writing.

Sample Overall Goal: Improve customer satisfaction.

You can give it a try too! Your overall goal: _____

SPECIFIC

What will be accomplished?

The goal must state in clear terms what action, result or behavior will be demonstrated or achieved.

What specific action, result, or behavior should be achieved?

Using your overall goal above, describe what specific and desired result you want to see.

(Ex. Involving all team members, HR, and training, increase the customer satisfaction ratings to demonstrate the Agency's goal of outward facing delivery of information.)

MEASURABLE

How will you know if you have achieved the goal?

The goal must include how much and/or how well that action, result, or behavior is to be demonstrated or achieved.

How will the result(s) of goal-accomplishment be measured?

Decide how you will determine if the goal has actually been achieved. What metrics, KPIs, percentages, etc., can be measured to determine accomplishment?
(Ex. Increasing customer satisfactions rates from 82% to 90% based on consumer surveys.)

ATTAINABLE

Is the goal or objective achievable?

The goal must be achievable, but also providing motivation and a challenge to the employee.

Is the accomplishment of this goal "possible" to achieve? Or is it too easy?

Remember, the employee should have to "stretch" to reach the goal, but it **can** be accomplished given the resources or deadline provided. Also, determine any requirements or barriers to achieving the goal.

(Ex. Conduct training and motivation geared to providing improved customer service.)

RELEVANT

Is the goal important to and aligned with the agency's strategy?

Goals must be aligned with the position, as well as the strategies and goals of the manager, department and Agency.

How does the accomplishment of this goal align with and support the agency's strategies and/or goals?

Accomplishment of your goal is also an accomplishment for your Agency. Determine how your goal aligns with your Agency's strategies.

(Ex. Improved customer satisfaction rates demonstrate good outward facing education/communication from team members and is a core initiative for my Agency.)

TIME-BOUND

When must the goal be accomplished?

Goals must state a time-limit or deadline by which the goal is to be achieved.

When must the goal be accomplished?

Accomplishing a goal within a particular timeframe can be very motivating. Set an achievable deadline of when your goal should be accomplished.

(Ex. Improve customer satisfaction rates by end of Fiscal Year 2017.)

Sample Final Goal: Implement training and motivational techniques in order to improve customer satisfaction rates from 82% to 90% by the end of FY17.

Your Final Goal: _____