

# Writing SMART Goals and Objectives

## SPECIFIC

### What will be accomplished?

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

## 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.

## ATTAINABLE

### Is the goal or objective achievable?

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

## 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.

## TIME-BOUND

### When must the goal be accomplished?

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

Performance planning is an important first step in performance management; and writing SMART goals provides you and your employees with a huge advantage.

- Effective performance planning helps to align an employee's goals with the goals of the department and/or Agency.
- The 'SMART' acronym provides an excellent way to write your goals; it helps you to identify specific targets, so that you'll know when you've reached those targets.
- SMART goals will explain to any reader about what, when, why, and how a goal might be achieved.

### Examples of goals... and the 'SMART'er goal:

<b>Goal:</b>	Improve customer satisfaction to 90%. <i>How?</i>
<b>SMART Goal:</b>	Implement training and motivational techniques for employees in order to improve customer satisfaction rates from 82% to 90% by the end of FY17.

<b>Goal:</b>	Increase the health inspection score to 95%. <i>How?</i>
<b>SMART Goal:</b>	Increase the inspection score from 85% to 95% by March 2017, by monitoring the cleanliness of the kitchen and cooking-temperatures on a daily basis, and providing documented training when necessary.

<b>Goal:</b>	Complete performance evaluations by May 30. <i>How?</i>
<b>SMART Goal:</b>	Schedule 30 minute sessions each day between April 1 and May 25 in order to complete evaluations for each employee by May 30.

**Want to learn SMART from the beginning? Check-out the file titled "Defining and Writing Smart Goals - Basic".**