TOOL 1

SMART Goals Framework

PURPOSE: *Set clear, achievable goals with a team member by working through the five SMART questions before the goal is written down.*

Employee: *Enter name*	**Manager:** *Enter name*	**Date set:** *MM/DD/YYYY*	**Target date:** *MM/DD/YYYY*

S: SPECIFIC

What exactly will be accomplished?

Who is involved?

Where will it happen?

Which requirements and constraints exist?

M: MEASURABLE

How much, or how many?

How will you know when it's accomplished?

What are the indicators of progress?

A: ACHIEVABLE

Is this realistic given current resources and constraints?

What skills and resources are needed?

Have similar goals been accomplished before?

R: RELEVANT

Why does this goal matter?

How does it align with team and company objectives?

Is this the right time?

Does this match the person's role and development?

T: TIME-BOUND

When will this be completed?

What are the key milestones along the way?

What's the deadline?

THE SMART GOAL

Goal as written	*One sentence that answers all five questions above*
Key milestones	*Milestone and date*

EXAMPLE

Weak goal: "Improve customer satisfaction."

SMART goal: "Increase customer satisfaction score from 7.2 to 8.0 or higher by end of Q2 by implementing post-purchase follow-up emails and resolving all customer issues within 24 hours."

> **Pro Tip:** Clear goals create clarity and accountability. When people understand exactly what success looks like, they can focus their efforts effectively.