

SMART GOALS

SMART



Specific

State exactly what your
want to accomplish.
Use action words.



Measurable

Make sure there is a
number in your goal or
a way to measure your
success.



Attainable

Goals should be
challenging, yet
something you can
accomplish.



Relevant

The goal should
support your business
or objectives.



Timely

All goal should have
an end date. This helps
with prioritization and
motivation.