

SMART Goals

Up to 50% of staff time is spent on activities that do not align with the company's strategy. You can protect your team's time and talent by implementing **SMART goals** every quarter.

The SMART system to goal creation ensures goals are well-stated because they are:



SPECIFIC

A specific goal states precisely what needs to be accomplished and who is involved.

Pro Tip: Avoid broad "hopeful" language and replace it with purpose.



MEASURABLE

A measurable goal is a numerical target, which can be a hard number (growth by X%) or a range (stay within X and Y), due by a designated time.

Pro Tip: Choose something you should measure throughout the business to see trends over time. If the measurement is "complete, build, or implement X" then it may be a project versus a true business goal.



ACHIEVABLE

An achievable goal is one you can achieve based on current resources, tools, and talent. If it is valuable for the business but there is not a realistic way to achieve it, the goal will be ignored.

Pro Tip: Teams should only be able to achieve 70% of their goals consistently.



RELEVANT

A relevant goal can be directly tied to at least one strategic initiative. If the goal does not make a significant contribution, then it may be a distraction.

Pro Tip: Ask yourself, "Could our company easily discard this goal and move forward? Or does it have significance to our growth?"



TIME-BOUND

A time-bound goal has a realistic timeline for execution and completion. If this is an ongoing goal, then it should be split into time-bound chunks such as months or quarters.

Pro Tip: It should be impossible to complete a well-defined goal in a single day. Conversely, if it takes more than a year to complete it should be divided into more manageable sub-goals.

Would you like a review of your goals or advice on how to create them?

- ▶ Connect with us at Service@Strategypoint.co to connect with an expert.
- ▶ [Visit our blog](#) to learn more.