

What are SMART Objectives?

S	M	A	R	T
Specific	Measurable	Attainable	Realistic	Time-bound
Do set real numbers with real deadlines. Don't say, "I want more visitors."	Do make sure that you can track your goal. Don't hide behind buzzwords like "brand engagement" or "social influence."	Do work toward a goal that is challenging but possible. Don't try to take over the world in one night.	Do be honest with yourself, because you know what you and your team are capable of. Don't forget any hurdles you may have to overcome.	Do give yourself a deadline. Don't keep pushing towards a goal you might hit "some day."

Specific:

To set a specific objective, you must first answer the six “W” questions:

- Who?** Who is involved?
- What?** What do you want to accomplish?
- Where?** Identify a location
- When?** Create a timeframe
- Which?** Identify requirements and constraints
- Why?** Identify specific reasons, a purpose, or benefits of accomplishing the set goal.

Measurable:

Establish the criteria for measuring your progress while you work towards your objective.

When you measure your progress, you stay on track in terms of dates, know when changes need to be made, and see what efforts work best for you and your team.

Ask yourself questions like:

- How much?
- How many?
- How will I know when I achieve my goal?

Attainable:

When you identify your objective and determine how you are going to achieve it, you see how attainable it is and how much effort it will require.

Look at the workload associated with this objective and be sure that it will not get in the way of other projects you are working on and that you will be able to dedicate enough time to achieving it.

Realistic-

In order to be realistic, your goal should represent an objective toward which you are both willing and able to work.

Just because you have set your goal high, it does not mean it is unrealistic, as long as you have the time and energy to put into it.

Timely:

As mentioned in a few of the SMART steps, time is important.

No goal is achievable if you don't have the time for it.

All goals should be kept within a well detailed time frame.

One way you can measure this is to compare your current goal's time frame to that of a goal in the past.

If you were able to achieve other tasks within a similar time frame, you can feel confident in your ability to achieve your current goal.

SMART Objectives (Goals) provide the clarity and focus required to get the most out of your efforts.

They omit the possibility of overlooking major or minor details that will help or hinder your efforts towards achieving your goals.

SMART Objectives are also a good way of getting yourself mentally prepared for what is ahead.

With more knowledge of what has to be done, you will be focused and aware of times when your attention should be aimed elsewhere.

References:

Perron, M. (2018) *The importance of setting SMART Goals*, [online] available at <http://www.hydratemarketing.com/blog/the-importance-of-setting-smart-goals> accessed March 2018