

SMART goals examples

Here are three examples that show how the elements of SMART goals work in everyday situations:

Example 1

I will obtain an entry-level civil service job related to environment and sustainability, preferably in the Consumer Council for Water organisation, within six months.

- **Specific:** The goal is well-defined, down to the preferred organisation. It also leaves room for course correction and re-evaluation if the goal setter receives a civil service job within a similar organisation.
- **Measurable:** Success can be measured by the number of applications, interviews and job offers. If one of the initial interviews does not result in a job immediately, the goal setter can still celebrate the win of completing an interview and consider it a learning experience.
- **Achievable:** The position is entry-level. If the goal setter has the educational requirements for this specific department and passes the civil service exam, this goal is appropriate.
- **Relevant:** The goal planner wants to have a career in government. Obtaining an entry-level job in this organisation will lead to more positions within the government.
- **Time-based:** The goal setter has set a deadline to achieve this objective within six months.

Example 2

I will earn a promotion to health service manager within my hospital by completing the necessary training requirements and applying for the role at the end of the quarter.

- **Specific:** The goal setter has a clear objective to be promoted to health service manager within their own hospital.
- **Measurable:** Success can be measured by completing the necessary training requirements. Every completion of a training requirement can be counted as a small success.
- **Achievable:** The goal setter is aware of the skills they will need to possess to apply to this position.
- **Relevant:** The goal setter is planning to apply to the position within the same field. This will then lead to a higher position within their present organisation, making this goal relevant.

- **Time-based:** The goal setter has set a deadline to achieve their objective by the end of the quarter.

Example 3

I want to have a healthier work-life balance while still maintaining my role as a restaurant manager. I will do this by slowly decreasing the number of overtime hours I work. I want to have a reduction of 10 overtime hours by the start of my next holiday.

- **Specific:** The goal setter is clear that they do not want any changes to their career but feel that a reduction in overtime will benefit their personal life.
- **Measurable:** Success can be measured by the slow decrease in overtime hours, week by week, until the goal setter's holiday.
- **Achievable:** The goal setter is making small, incremental changes in the number of hours they work until they reach the desired number.
- **Relevant:** This will not change the goal setter's role within the organisation but will positively affect their work-life balance.
- **Time-based:** The goal setter has set a deadline to achieve this goal by the start of their holiday.