



S.M.A.R.T Goals

- S** Is this goal **specific**? What exactly do you wish to accomplish?
- M** Can you **measure** this goal? How will you know when you've attained it?
- A** Is this goal **attainable**? What action steps will you take to reach your goal?
- R** Is this goal **realistic**? Do you believe it can be done?
- T** Is this goal **timely**? When can you set a deadline for this goal?

Example

"I will earn a promotion to senior customer service representative by completing the required training modules in three months and applying for the role at the end of the next quarter."

Specific: The goal-setter has clearly set the objective to be promoted to senior customer service rep.

Measurable: Success can be measured by training module completion, filing the application, and earning the promotion.

Achievable: The goal-setter will complete the training necessary to earn the promotion.

Relevant: The goal-setter is planning to apply for the promotion after finishing their training modules.

Timely: The goal-setter has set a deadline to achieve their objective at the end of the following business quarter.