

SMART Goals

The acronym SMART has a number of slightly different variations, which can be used to provide a more comprehensive definition for goal setting:

S - specific, stated.

M - measurable, meaningful,

A - agreed

R - realistic, reasonable

T - time-based, time-bound, timely, trackable

This provides a broader definition that will help you to be successful in both your business and personal life.

When you next run a project take a moment to consider whether your goals are SMART goals.

To quote renowned American philanthropist Elbert Hubbard:

“Many people fail in life, not for lack of ability or brains or even courage, but simply because they have never organised their energies around a goal.”

Elbert Hubbard

SMART Goals

Specific

- Well defined
- Written Down

Measurable

- Know if the goal is obtainable and how far away completion is
- Know when it has been achieved

Agreed Upon

- Agreement with all the stakeholders what the goals should be

Realistic

- Within the availability of resources, knowledge and time

Time-Based

- Enough time to achieve the goal
- Not too much time, which can affect project performance.