Goals /Specific Objectives Need to be Smart!

SMART Characteristics:

Specific, Is it clearly defined and not open to multiple interpretations?

Measurable, Is it clearly defined and not open to multiple interpretations?

Attainable, Challenging, but with some stretch involved?

Realistic, Within reach, given the available time and resources?

Time-bound, Does it have a specific end date? Measurable milestones?

Goals capture what is to be done and how well it is to be done.

Start the process by thinking about the following:
* What are you responsible for?
* What do you think you need to achieve in these areas?
* What can you do to improve your results to reach this goal?
* What resources do you need to achieve these objectives?

Goals can be long or short, just make them SMART!

Remember the SMART criteria

Think about:

* Challenge - Aim High!
* Learning - what goals will help you grow in your role?
* Roadblocks - what are some potential issues that may have a negative impact on results?
* What are some solutions?
* Interdepartmental Linkages - what do you need from others?

Example of a Smart Goal & Objective
Goal 1: Increase Number of Young Adults Willing to Raise Families in Milwaukee

Objective 1: ***Conduct 14 Monthly Radio Spot Shows Promoting Milwaukee's employment, residential, and educational assets.***

With a Promotional reach of 1,000 Young Adults holding a High School Diploma or College degree:

Sub Objective D: 60% of Young Adults surveyed will indicate an interest in strengthening their connection to Milwaukee by residing in the metropolitan area

Sub Objective E   70% of Young Adults will indicate that the ideal environment for bringing up their children is in Milwaukee metropolitan area

SMALL GROUP WORK:

Writing S.M.A.R.T. Objectives/Specific Goals

Instructions:

Review each of the objective/specific goal statements below and determine whether they meet the criteria for being S.M.A.R.T. For those that don't met these criteria, indicate why this is the case, and rewrite the statement so that it does.

1. **"Provide better service to all our clients"**

- *Meets the criteria for S.M.A.R.T. Goals ?*   Yes____ No____
- *If no, why not?*
- *The revised S.M.A.R.T. Goal statement:*

2. **"Lower the number of complaints by 50% of current levels"**

- *Meets the criteria for S.M.A.R.T. Goals ?*   Yes____ No____
- *If no, why not?*
- *The revised S.M.A.R.T. Goal statement:*

3. **"Increase the cases handled by the agency to XXXX by December 31st, without adding any new staff."**

- *Meets the criteria for S.M.A.R.T. Goals ?*   Yes____ No____
- *If no, why not?*
- *The revised S.M.A.R.T. Goal statement:*

4. **"Reduce the time required to process intakes by 20%"**

- *Meets the criteria for S.M.A.R.T. Goals ?*   Yes____ No____
- *If no, why not?*
- *The revised S.M.A.R.T. Goal statement:*