

S.M.A.R.T. Goals



S Specific and Strategic – you can describe the details, they are long-term and aligned.

M Measurable – you can use either quantitative or qualitative assessments.

A Attainable or achievable – you can reach the desired state.

R Realistic – you are aware of constraints such as time, people, and money and may still achieve.

T Time-bound – the time for completion is specified.