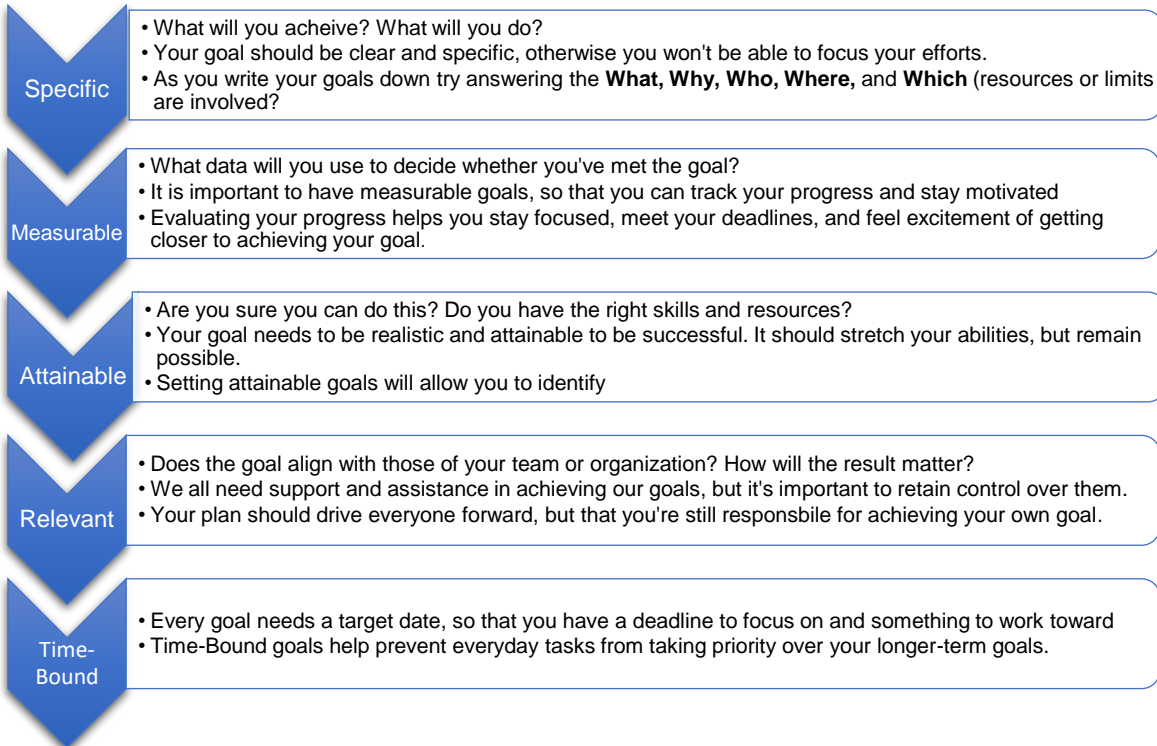


Defining and Writing SMART Goals and Objectives

Defining goals and objectives are an important part of the performance planning process. Using SMART goals provides clarity, decreases bias, while providing a road map with a destination that is “reachable” but also significant to the individual and the agency.

- SMART is an acronym that you can use to guide your goal setting. To make sure your goals are clear and reachable. It helps you to identify specific targets, so that you will know when you’ve reached those targets.
- SMART goals will explain to any reader about **what, when, why, and how** a goal might be achieved.



SMART Goal Examples

- **Specific:** Goal become head of marketing. A specific goal could be, “I want to gain the skills and experience necessary to become head of marketing within the organization, so that I can build my career and lead a successful team.”
- **Measurable:** You can measure your quest to become head of marketing by determining that you will have completed the necessary training courses and gained the relevant experience in a few years' time.
- **Attainable:** Ask yourself whether developing the skills necessary is realistic based upon experience and qualifications. Do you have the time to complete the required training? Are the necessary resources available to you?
- **Relevant:** Think about whether if it's the right time to undertake the required training or work towards additional qualifications. Are you sure you are the right person for the head of marketing role? Consider others such as a spouse or close family members who may be affected by your decision.
- **Time – Bound:** How long will it take to acquire new skills? Do you need further training, so that you're eligible for certain exams or qualifications? Provide yourself with a realistic timeframe.