

Strategic Planning Tools - Tactical

S.M.A.R.T. Objectives

Benefits of using S.M.A.R.T. Objectives

1. SMART Objectives provide a structure and trackability for implementation.
2. If a SMART objective is written properly, it gives a very clear vision of what success looks like.
3. People who successfully complete SMART objectives are high potential employees who can be assigned more complex projects and take on increased responsibility.
4. Multiple objectives make a project. Many projects can redefine a company and create growth.

How to create S.M.A.R.T Objectives for You & Your Company

Once you have determined the broad strategic directions needed for your company, you need to pick a task and get started. Developing a strategy without action is just a waste of paper. By tying each major strategic task into an action plan, your chance of success and satisfaction grow dramatically.

The clearest action plan model is the SMART objectives approach. Your probability of success goes up as your finished goal is better defined.

A word of caution: People who develop their own SMART objectives are more likely to succeed in hitting those targets. As a leader, you can describe the vision of what a completed objective looks like and then the responsible change agent defines the objective using the SMART model.

Use the table below to help define your objectives. You should fill out a table for each of your objectives and you need to fill out all 5 parts of the SMART model to improve your company's performance.

Component	Considerations	Response
Specific	Describe the objective in detail. If needed, add steps to complete.	
Measurable	Add a measurement that allows anybody to understand when the task is complete.	
Attainable	Is it realistic? Are you certain? Has somebody done a similar task?	
Relevant	Does the objective support your personal vision or the company's vision?	
Time-based	Set a date. Stick to it. Complete the objective before the date gets here.	

Write your SMART Objective: _____