

SMART Goal Examples

Here are a few examples of SMART goals that give you an idea of the wording and tone that can be used:

Title: Create a desk reference

In order to increase my knowledge of my department’s procedures and help spotlight our focus on client service, I will write a client desk reference of how to access the 30 major services provided by my department by detailing two procedures per week (steps and screenshots). I will list out and group the processes, assign a review lead for each group, set up a step process guide structure, I will create and test the first drafts and have a process lead review each group of steps. The desk reference will be completed, reviewed and published on the local intranet in 6 months.

How is it Specific ?	I will write a client desk reference of how to access the 30 major services (steps and screenshots) provided by my department
How can it be Measured ?	I will measure my progress by detailing 2 processes per week, leaving enough time for review, and uploading to be completed in 6 months.
How can it be Achieved ?	I will list out and group the processes, assign a review lead for each group, set up a step process guide structure, I will create and test the first drafts and have a process lead review each group of steps
How is it Relevant ?	Increase my department knowledge and as a result our team can meet its goal of providing consistent high-level customer service. This ties to the competencies of collaboration, principles of community, innovation, job mastery, problem solving and client-service focus.
How is it Time-bound ?	I will have this created in 6 months

Title: Manage the execution of the ABC project.

Description: Maintain an overall plan for the ABC project that tracks project requirements/inputs, deliverables and milestones. Provide the client with weekly status updates, identifying work completed, plans for the coming week, and any challenges/roadblocks. Attend weekly status meetings. Work with the software development manager and QA manager to review weekly work assignments and ensure timely progress on deliverables. Track the identification and resolution of issues, bugs/errors.

Milestones: Email weekly status updates to client by 4 p.m. each Friday.

Due date: Final application files must be delivered to the client by April 30th.

How is it Specific ?	Maintain an overall plan for the ABC project that tracks project requirements/inputs, deliverables and milestones. Track the identification and resolution of issues, bugs/errors.
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How can it be Measured ?	Email weekly status updates to client by 4 p.m. each Friday. Provide the client with weekly status updates, identifying work completed, plans for the coming week, and any challenges/roadblocks, and attend weekly status meetings. Track the identification and resolution of issues, bugs/errors.
How can it be Achieved ?	Work with the software development manager and QA manager to review weekly work assignments and ensure timely progress on deliverables.
How is it Relevant ?	You are the project Manager of the ABC project.
How is it Time-bound ?	Final application files must be delivered to the client by April 30th.

Corporate goal: Achieve a 90% customer satisfaction rating for the MDX product by the end of the year.

Individual goal: Create the end user guide for release 10 of the MDX product.

Description: Using the product specification, design specification and user interface specification for input, update the existing MDX release 9 user guide to include all new features and functions included in release 10. Check the Problem Reporting System for any outstanding problem reports pertaining to the release 9 documents, and make updates/edits as required. Test all updated document sections, using the technical trial system to ensure accuracy and completeness. Send the tech trial draft and final documents to the product manager and design manager for review/signoff before release, and incorporate any required changes. Ensure all ISO9000 quality records are completed as required.

Milestones: Draft documents, approved by the product manager, must be available for the product technical trial scheduled to start on August 13, 2013. Final files must be shipped to the printer at least 2 weeks prior to the product release date.

Due date: Product Release, November 19, 2013

Brief but SMART – These could be made SMARTer using the SMART Goal Questions. Without answering the questions, they still leave questions about how they will be completed

How is it Specific ?	
How can it be Measured ?	
How can it be Achieved ?	
How is it Relevant ?	
How is it Time-bound ?	

1. Attend the "Assertive Communication" course by the end of Q4 to improve communication and negotiation skills used in team work environments.
2. By June 30, create a launch checklist. Make sure to list each task, assign a task owner, and establish due dates.
3. Maintain a list of all the employees who are officially enrolled in our advocacy program. Update it weekly by 5pm on Friday.
4. By June 30, identify 3 metrics that will define success for our employee advocacy program.
5. On an ongoing basis, report on the ROI of our employee advocacy program by the 15th of every month.
6. Decrease the time it takes me to respond to tweets from 24 hours to 12 hours by August 1.
7. By January 1, 20XX, complete an advanced Excel training course to upgrade my skills so I can prepare budget reconciliation reports with an analysis of trends and variances to help keep expenditures within budgeted limits.
8. By June 30, 20XX, help develop and participate in cross-training for the office assistant team to learn procedures across all units so that all critical functions are covered during absences.
9. By September 30, 20XX, chair the planning team for my professional association’s annual conference to increase my communication and team leadership skills to prepare myself for greater management responsibilities.
10. Develop and practice my coaching skills so that my direct reports report that they feel more satisfied with their work and able to perform at a higher level and such that I achieve a 30/70 split between coaching and doing by June 30, 20XX.

11. By June 30, 20XX, complete course work and attain a CSAC credential to enhance my skills as an effective leader as measured by feedback from my supervisor and the accomplishment of my performance plan goals.