



SMART GOALS

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SMART Goals

- What is a SMART goal
- What is the criteria for a SMART goal
- How to write a SMART goal
- Benefits and Weaknesses of SMART Goals
- Example of a SMART goal

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SMART Goal Criteria

SMART Goals

SMART goals helps you think strategically about what your end goal is and helps develop a clear plan to accomplish it without sounding too vague.

The creation of any goal can be overwhelming and it can be hard to understand if the objectives are too broad or over generalized.

SMART goals give a specific framework allowing you to set clear, actionable and effective goals. It helps you stay aligned with the rest of your team members, your objectives, deadlines, and is easier to bring in new team members.

SMART Goal Criteria

SMART goals have 5 criteria to succeed in reaching your end goal. They are:

S = Specific

M = Measurable

A = Achievable

R = Relevant

T = Time-Bound

- S Specific** What will be accomplished? What actions will you take?
- M Measurable** What data will measure the goal (How much? How well?)
- A Achievable** Is the goal doable? Do you have the necessary skills and resources?
- R Relevant** How does the goal align with the broader goals? Why is the result important?
- T Time-Bound** What is the time frame for accomplishing this?

The background features several concentric circles of varying radii, some solid and some dashed, creating a ripple effect. A large, dark red callout box with a downward-pointing arrow is centered on the page. Inside this box, the text "Writing a SMART Goal" is written in a white, sans-serif font.

Writing a SMART Goal

Writing a SMART Goal

When you first start writing SMART goals they may seem cumbersome and time consuming, but they become easier with time.

When starting begin by thinking about the “big picture” and what you and your team are accountable.

Then break down each “big picture” into 3-5 smaller tasks (don’t have any more than 5 as you can become overwhelmed).

Develop a goal statement for each of the tasks. To get the scope right remember the “big picture”.

Now you are ready to develop your SMART goals.

Writing a SMART Goal

S = SPECIFIC

This is your “mission statement” for your goal. It does not detail how you are going to get to the goal but should include the “W” questions.

- **Who** needs to be involved
- **What** exactly needs to be accomplished
- **When** don't be specific but generalize as the specific timeframe will come later on
- **Where** if this applies identify it here
- **Which** determines any obstacles or requirements
- **Why** is the reason for the goal?

Who – Who needs to be involved to achieve the goal

What – Think about exactly what you are trying to accomplish (get detailed if needed)

When – Don't worry about the very specific, but set a time-frame.

Where – This may not always apply but if it does then identify it here.

Which – Determine any related obstacles or requirements. This will help determine if the goal is realistic.

Why – What is the reason for the goal?

Writing a SMART Goal

M = Measurable

Now you are going to have to determine how each goal is going to be measured. It should be some type of quantifiable (something tangible) or qualitative (something more subjective) measurement. This makes the goal more tangible as you can see progress. Set milestones (a series of steps along the way) to ensure that the timeline you have set is realistic.

Quantifiable = tangible measurements - time, measurements (i.e. foot, inches, pounds, etc.), percentages, etc.

Qualitative = subjective measurements – few, a lot, some, many, etc.

Some typical type of data collection may come from:

DATA TYPES

Quality/accuracy rates

Amounts produced

Revenue generated

Productivity rates

Customer Satisfaction

DATA COLLECTION METHODS

Automated reports

Audits, tests

Surveys

Work products, samples

Other documents

Writing a SMART Goal

A = Achievable

This step focuses on how important a goal is and what can be done to make it more attainable. This may be the step that you have to think “outside the box” and learn new skills or change attitudes. This step is meant to inspire motivation and not discouragement.

Think about:

How to accomplish the goal,

If you have the tools/skills needed,

If not, consider what it would take to attain them.

Writing a SMART Goal

R = Relevant

How does this relate to the broader picture that was determined in Step #1: Specific?

Provide a realistic description of how doing something measurable and attainable will help with reaching your ultimate goal.

Writing a SMART Goal

T = Time-Based

Set a realistic timeframe, if possible when this task will be completed. It is imperative to provide a date, even if you do not achieve it, as it will help ensure you are moving forward.

If it is a long project, provide a timeframe that is half way through the project to ensure that you are on track.

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Benefits & Weaknesses of SMART Goals

SMART Goals

BENEFITS

- They are not vague in nature
- Evaluates your strengths & weaknesses
- Motivate you; retains focus
- Gets you out of your comfort zone
- Incredibly useful in achieving a goal

WEAKNESSES

- Disheartening when not followed through
- May create unnecessary pressure
- Feeling of disappointment if failure if goal is not met
- Setting goals can sometime inhibit creativity

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Smart Goal

Example

S = Specific

GOAL

This year I am going to lose weight.

SMART GOAL

I am going to start walking 3x a week, at least 10,000 steps, to lose weight and get my blood pressure down to 120/80

M = Measurable

GOAL

Usually when you are making a goal, you do not consider how you are going to be measuring the progress.

SMART GOAL

I will follow the FITBIT app to track my steps daily.

A = Attainable

GOAL

Typical goal setting does not address how the end goal is going to be attained.

SMART GOAL

I have lost weight before and I am still reasonably healthy and know I can do it again.

R = Realistic

GOAL

When addressing a “goal” usually we do not put in why we are doing it – we only look at the “losing weight” portion not they “whys”

SMART GOAL

I want to become fit, health, and a strong person who continues to have a zest for life.

T = Time-Bound

GOAL

Typically in our goal setting, we will be put in arbitrary date, or no date at all when we are going to be reaching our goal. This leaves us in limbo and can be unmotivating.

SMART GOAL

I have signed up for a 5k walk/race in May.



“Typical” Goal vs.
SMART Goal

GOAL

I am going to lose weight.

SMART GOAL

I am going to follow the FITBIT app so that I can get my BP down to a healthy number and participate in a 5k in May.

The image features a central graphic consisting of two stacked dark red rectangular blocks. The top block is a thin horizontal bar, and the bottom block is a larger rectangle with a downward-pointing triangular tip at its base. The text "SMART Template" is centered within the larger red block in a white, sans-serif font. The background is white with faint, light gray concentric circles and dashed lines, some of which are partially obscured by the red graphic.

SMART Template

Initial Goal (*Write the goal you have in mind*):

1. Specific (*What do you want to accomplish? Who needs to be included? When do you want to do this? Why is this a goal?*)

2. Measurable (*How can you measure progress and know if you've successfully met your goal?*):

3. Achievable (*Do you have the skills required to achieve the goal? If not, can you obtain them? What is the motivation for this goal? Is the amount of effort required on par with what the goal will achieve?*):

4. Relevant (*Why am I setting this goal now? Is it aligned with overall objectives?*):

5. Time-bound (*What's the deadline and is it realistic?*):

S.M.A.R.T. Goal (*Review what you have written, and craft a new goal statement based on what the answers to the questions above have revealed*):

Template for writing a S.M.A.R.T. Goal

Crafting S.M.A.R.T. Goals are designed to help you identify if what you want to achieve is realistic and determine a deadline. When writing S.M.A.R.T. Goals use concise language, but include relevant information. These are designed to help you succeed, so be positive when answering the questions.

If you are a FDL employee or immediate family member please contact your FDL EAP for any SMART goal templates.



Questions?

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