






S	Specific	 <ul style="list-style-type: none"> • Who: Who is involved? • What: What do you want to accomplish? • When: When do you want to do it? • Where: Where will you complete the goal? • Why: Why are you doing it? • Which: Which requirements/policies do you need to address?
M	Measurable	 <ul style="list-style-type: none"> • Goals are defined with precise timelines, amounts, or other units of measure. • What measure will you use to access progress towards goal achievement? • Look to answer questions like: How much? How many? How fast?
A	Achievable	 <ul style="list-style-type: none"> • Stretch the limits of what you think is possible. • Be realistic but challenge yourself and your team. • The goal should be something your team can accomplish with hard work and commitment.
R	Relevant	 <ul style="list-style-type: none"> • Why are you setting this goal? • What change do you want to see? • Focus on what you truly desire. • Does the goal address the elephant in the room? • Be sure the goal is in harmony with your mission and vision.
T	Timely	 <ul style="list-style-type: none"> • Your goal should have a specific point of achievement (deadline). • Does everyone on your team know how to stay on track within the designated time frame? • Are there checkpoints along the timeline? • How will everyone know when the goal has been reached?