

# SMART Targets

## Checklist



### Specific

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- Is your goal well-defined and clear?
- Does your goal answer the "5 Ws" (Who, What, Where, When, Why)?
- Have you avoided vague language?

### Measurable

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- Can you track the progress of your goal?
- Are there quantifiable metrics involved (e.g., percentages, numbers)?
- Do you know how to determine when the goal has been met?

### Achievable

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- Is the goal realistic given your current resources?
- Have you consulted with stakeholders to ensure it's feasible?
- Does it require a stretch but not a miracle?

### Relevant

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- Does your goal align with broader objectives or initiatives?
- Is the goal pertinent to the current focus of your team or organization?
- Have you considered the relevance to stakeholders?

## Time-bound

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- Have you set a clear timeframe for completion?
- Is there a start and end date?
- Does the timeline create a sense of urgency?