



S

- **Specific:** State exactly what you want to accomplish (Who, What, Where, Why)



M

- **Measurable:** How will you demonstrate and evaluate the extent to which the goal has been met?



A

- **Achievable:** Stretch yourself and choose challenging goals but within your ability to achieve the outcome.
- What is the action-oriented verb?



R

- **Relevant:** How does the goal tie into your key responsibilities and your professional role?
- How is it aligned to your objectives?



T

- **Time:** Set a target date – the “by when” – to assure successful and timely completion.