**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.