



Tips – SMART Goals

Specific: Your goal should be clear and specific, otherwise you won't be able to focus your efforts or feel truly motivated to achieve it. When writing your goal consider:

What do I want to accomplish?

Why is this goal important?

Who is involved?

Which resources or limits do I need to be mindful of?

Measurable: It is key to have goals we can measure, so we can track our progress and remain motivated to meet our deadlines. When writing your goal consider:

How much?

How many?

How will I know when it is accomplished?

Achievable: When setting goals we want them to stretch us, but still remain possible. When writing your goal consider:

How can I accomplish this goal?

How realistic is the goal based on other commitments or restrictions i.e. budget, resource allocation, reliance on others?

Relevant: We need to consider how our goal aligns with other relevant goals and priorities for you and others. When writing your goal consider:

Does this goal seem worthwhile and will this add value?

Is this the right time?

Does this match our other efforts/needs and priorities?

Am I the right person to take responsibility for this goal?

Time-bound: We need to have a target date so we have a deadline to focus on and work towards. When writing your goal consider:

When will I deliver my goal?

What can I do today?

What can I do in the next week, month?



Do's and Don'ts of Goal Setting

We hope the following example of good vs. bad goals helps you when setting your own SMART goals

Goal 1: I will increase sales this year



Goal 1. I will generate an increase of 10% of sales by introducing two new clients to the organisation by the 31 December 2020



Goal 4: Improve service standards across the brand



Goal 4. Improve NPS target 10% by 31 December 2020 by further embedding our service standards and training across the fleet.



Goal 2: I will improve performance in my team



Goal 2. I will improve performance in my team by 28 November 2020, by ensuring everyone has clear SMART goals, has clear performance indicators and I provide them with regular coaching and feedback throughout the year in one-one meetings and enabling conversations



Goal 5: Identify cost savings in recruitment



Goal 5. Ensure attraction strategy is constantly reviewed to ensure that we are expanding our reach and reducing agency spend by 10% by the 1 September 2019.



Goal 3: I wish to be more confident in speaking in a large group



Goal 3. By the 30 August 2020 I will have attended the Presenting for success training course, and will work with my line manager to identify opportunities to practice my presentation skills

