



Setting SMART objectives allows for an improved chance of success as the simple fact that it is specific and not a generalisation helps the owner and reviewer of the objective has a solid base in which to rate success.

Specific	<p>Be specific about the outcome you want:</p> <ul style="list-style-type: none"> • What, exactly, do you want to achieve? • Where do you want to be at the end of the process or journey? • Where, and with whom, do you want to achieve it? • Where, and with whom, do you not want to achieve it?
Measurable	<ul style="list-style-type: none"> • How will you know when you've achieved your goal? • What evidence will you have? How will you measure your progress? • What will you see, hear, and feel when you achieve your outcome?
Attainable	<ul style="list-style-type: none"> • Check to see if your goal is realistic. Do you have a good chance of achieving it? • Do you have, or can you access, the resources needed to achieve your goal?
Relevant	Is your goal in line with your priorities, objectives, and values?
Time-bound	By when, precisely, do you want to have achieved the goal?